

2015

Southeast Energy Efficiency Alliance Annual Report



Smart Energy. Strong Economy.



Welcome from SEEA's Leadership

Since 2007, the year that SEEA was established, the Southeast region has committed \$611 million in ratepayer dollars to energy efficiency programs – an increase of 279 percent over seven years! Together with growth in private-sector delivered energy efficiency, stronger codes and standards, and increasingly robust state and local government efforts to support energy efficiency, this investment reflects a growing recognition of the economic value and job creation opportunities that energy efficiency provides. In 2015, we are pleased to report that utility investments continued to grow, supporting energy savings, workforce development and education, job creation and consumer awareness in the Southeast.

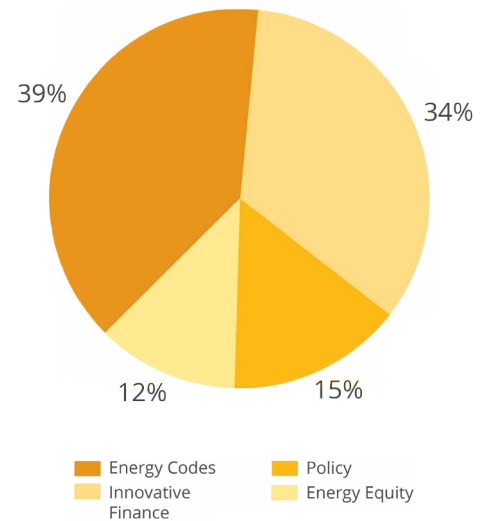
We are also pleased to report that this past year was a successful one for SEEA. In 2015, our portfolio expanded to include a new body of work in Energy Equity, while our program efforts in Policy, Building Energy Codes and Innovative Finance continued to impact the region, as you'll see in the highlights section of this report.

Specifically, SEEA's policy work on the Clean Power Plan resulted in the launch of our Clean Power Plan Portal; a library of regionally specific resources curated for the benefit of southeastern business and government planners. SEEA's *Success with Building Energy Codes* training manuals added publications for Arkansas code officials and builders, and for Florida builders, for a total of 10 illustrated training books to date. In addition, SEEA published three landmark studies analyzing the impact of stronger energy codes on state economies throughout the region, and launched the Southeast Energy Efficiency Fund; a \$700,000 revolving loan fund to pilot energy efficiency lending programs with select local financial institutions.

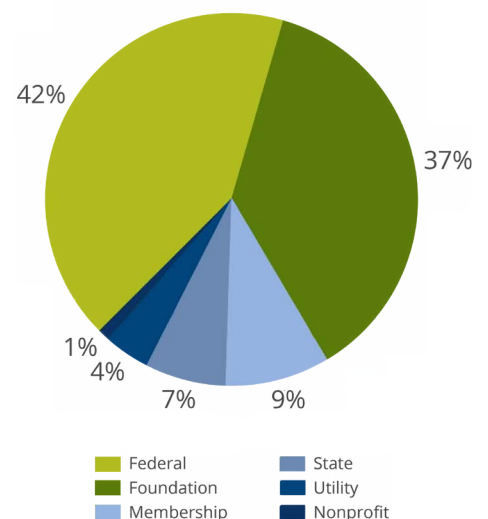
In 2015, SEEA's membership program grew to include a record 60 member organizations. Our annual conference, presented in partnership with the southeast chapter of the Association of Energy Services Professionals, welcomed our largest audience to date with attendees and speakers representing over 40 states.

As we head into 2016, SEEA continues to focus on a future in which our region is prosperous, resilient and energy secure. We extend a big thank you to our members, partners and other stakeholders for their tremendous support and participation over the past year, and commend them for their vision of what is possible.

Allocation of SEEA Funding by Work Area



SEEA Funding by Source



Mandy Mahoney
President
Southeast Energy Efficiency Alliance



Richared Leger
SEEA Board Chair
District Director - Little Rock, AR, CenterPoint Energy

Advancing Energy Efficiency

As one of six regional energy efficiency organizations (REEOs), SEEA is part of a strong national network dedicated to leveraging energy efficiency for the benefit of all citizens. While these six organizations vary in geography, funding, scope and activities, they collaborate extensively with one another, the U.S. Department of Energy (DOE) and the American Council for an Energy-Efficient Economy (ACEEE) to benefit businesses, consumers, utilities and governments throughout the United States.

Ongoing assessments show that SEEA's efforts to advance energy efficiency in four areas of work provide the greatest opportunity for benefiting citizens of the Southeast. These work areas are Energy Equity; State, Local and Utility Policy; Innovative Finance; and Building Energy Codes.

Together and separately, SEEA initiatives in each of these areas continue to create favorable short-term outcomes such as smarter energy policies, stronger local energy codes, resources to upgrade the existing building stock, and opportunities to provide equal access to affordable energy for all communities. Best of all, as these outcomes occur, the region continues to optimize its use of energy, enhance its productivity, and achieve stronger local economies, new job creation, and improved indoor comfort and health for all.

Our Mission

The Southeast Energy Efficiency Alliance (SEEA) drives market transformation in the Southeast's energy efficiency sector through collaborative public policy, thought leadership, programs and technical advisory services.



Our Vision

The Southeast Energy Efficiency Alliance (SEEA) will advance energy efficiency as a primary driver of an economically vibrant, energy secure and environmentally sustainable southeastern United States.

SEEA Highlights

State, Local and Utility Policy

In 2015, the Clean Power Plan (CPP) dominated policy discussions across the region. As a result, a significant portion of our work over the past year has been to provide SEEA's diverse stakeholders with education, resources and discussion forums focused on the plan and its implications for energy efficiency. Work area highlights include:

- Launched a regionally specific Clean Power Plan Portal with extensive, curated resources specific to the Southeast for use by state governments, policy makers, planners and regional businesses.
- Published six CPP Resources Papers including:
 1. State Authority and Enforcement;
 2. Energy Efficiency Ramp-up Rates;
 3. Non-Utility Energy Efficiency Programs;
 4. State Planning Approaches;
 5. Energy Efficiency Program Costs; and
 6. Reliability Considerations.
- Published a report on Energy Efficiency Goal-Setting to provide context for several states, including Mississippi and Louisiana, on the energy efficiency goal-setting process.
- Hosted an industrial training and outreach initiative for the Tennessee Valley Public Power Association (TVPPA), including development of a train-the-trainer program to support local power companies in effectively administering industrial energy efficiency programs.
- Co-hosted a Utility Program Showcase for 150 stakeholders with the Mississippi Development Authority and the Mississippi Public Service Commission.
- Published a summary of the reports on Mississippi's Quick Start Program.



Building Energy Codes

By December 2015, nine of SEEA's 11 southeastern states had implemented energy codes equal to or stronger than the IECC 2009 standard. Recognizing that code adoption is the first step to achieving energy savings, SEEA expanded its code work in 2015 to include initiatives around code adoption, compliance, and training for both builders and inspectors. Work area highlights include:

- The adoption of the 2009 IECC residential code by Arkansas and Louisiana.
- The adoption of the 2015 IECC residential code by Alabama.
- Launched two DOE-funded Residential Energy Code Field Studies, in partnership with Advanced Energy and Southface, to measure energy use in new home construction in Georgia and Arkansas.
- Published SEEA's first *Commercial Construction Trends* paper, which provides a quantitative analysis of the impact stronger codes have on local economies in 11 states. Significantly, this report found no adverse economic effects resulted from stronger energy codes.
- Published SEEA's landmark *Residential Construction Trends* paper.
- Implemented the region's first-ever Florida Circuit Rider program to provide in-field energy code experts who provide up-to-date information on issues including code compliance and enforcement.
- Expanded SEEA's line of *Success with Building Energy Codes* manuals; illustrated energy code training manuals on IECC 2009 and IECC 2012 for both builders and code officials. SEEA now offers ten unique *Success* manuals, including state-specific manuals for AL, AR, FL, GA and SC. These can be ordered at successmanuals.seealliance.org.

SEEA Highlights



Innovative Finance

SEEA's innovative finance work has its roots in the U.S. Department of Energy's Better Buildings Neighborhood Program which launched residential EE programs in thirteen southeastern cities from 2010-13. SEEA oversaw \$20M in funding which made possible over 6,200 energy efficiency retrofits and supported the creation of community-based energy efficiency financing programs. Follow-up evaluations made clear the ongoing need for local financing programs to sustain continued building upgrades. In 2013, SEEA leveraged remaining Better Building funds to seed a new finance-focused initiative. Work area highlights include:

- Established partnerships with diverse lending organizations to expand EE loan programs through the Southeast Energy Efficiency Fund (SEEF); a \$700,000 investment fund to pilot local energy efficiency lending programs through various institutions.
- Launched a lender engagement initiative for SEEF partners to develop best practices for designing and marketing energy efficiency loans.
- Contributed to a feasibility study for Arkansas' investor-owned utilities affiliate group, the Parties Working Collaboratively, to assess options for establishing a statewide energy efficiency financing program.
- Coordinated the North Carolina On-Bill Working Group, a collaborative group made up of the University of North Carolina's Environmental Finance Center, Appalachian Voices, Environmental Defense Fund, Southern Alliance for Clean Energy, the Southern Environmental Law Center and SEEA, to provide training and technical assistance for on-bill financing programs for cooperative utilities in North Carolina.

To Join the network, please go to
www.southeastfinancenetwork.com.



Energy Equity

To assess the opportunity for energy efficiency in underserved communities, SEEA has spent two years collaborating with groups across the region. While data shows energy efficiency continues to fall short of its potential in the Southeast, this is especially so in low-income communities that struggle to protect the health and livelihoods of their working families, to achieve equitable access to affordable energy and to find pathways to clean energy jobs. To address these issues, SEEA is focusing our Energy Equity work on developing strong and lasting civic infrastructure through specific energy efficiency initiatives. Highlights for this evolving portfolio include:

- Forged new energy-equity oriented relationships with 25+ organizations including the Partnership for Southern Equity, U.S. Climate Action Network and Natural Resources Defense Council (NRDC).
- Welcomed new investments in SEEA and other regional equity collaborators from: The JPB Foundation, Surdna Foundation, Energy Foundation, Turner Foundation and Merck Family Fund.
- Provided technical assistance and capacity support to industry partners and state energy and air offices in addressing the Clean Power Plan (CPP).
- Supported the Georgia Department of Natural Resources, Environmental Protection Division in defining a meaningful engagement process for Georgia's CPP State Plan.
- Hosted a charrette for 40+ regional equity leaders, facilitated by BlocPower founder Donnel Baird, to explore opportunities for replicating BlocPower's successful building retrofit model in Atlanta.



Highlights from our Network



Moving Forward
2015 SEEA & AESP Southeast Conference
October 28th - 30th, 2015 | Atlanta, GA

The 2015 SEEA & AESP Southeast Conference

With 31 sponsors and more than 250 energy leaders from over 40 states, SEEA hosted our third and largest annual conference, in October in Atlanta, GA, in partnership with the southeast chapter of the Association of Energy Service Professionals.

Exploring the region's most pressing energy issues and opportunities, conference guests participated in panels, interactive exercises and workshops, and discussed topics that spanned electric vehicles, energy codes, energy equity and EM&V.

Keynote presenters included:

- Donnel Baird, BlocPower
- Dr. Peter Evans, Center for Global Enterprise
- Tom Fanning, Georgia Power
- Lena Hansen, Rocky Mountain Institute
- Dr. Kathleen Hogan, U.S. Department of Energy
- Janet McCabe, U.S. Environmental Protection Agency



For more information on the SEEA & AESP Southeast Conference, please visit www.SEEAConference.com.

Green Banks Networking Breakfast

In April 2015, SEEA welcomed Bryan Garcia, president of the Connecticut Green Bank, the nation's first state "Green Bank." The bank leverages public and private funds to accelerate the growth of green energy. Hosted by SEEA Member, McKenney's Inc. at their LEED Gold training facility, the breakfast welcomed members and guests for a discussion of the role green banks can play in generating demand for energy efficient homes and buildings, and for a robust clean energy marketplace.

“ Green banks take government funding and use it to help accelerate the private sector's entry into alternative energy financing. This is essential if clean energy is going to continue to evolve away from government subsidies. ”

Bryan Garcia
President and CEO
Connecticut Green Bank

Georgia Power Customer Innovation Center Tour

In August 2015, SEEA Member Georgia Power Company provided a breakfast tour of its Atlanta-based Customer Resource Center. The center showcases everything from electric transportation, electric comfort systems and the latest in cooking technologies to manufacturing applications and energy efficiency ideas for the home. SEEA guests enjoyed hands-on demonstrations of many electric end-use technologies and energy-efficient products.



Resources and Thought Leadership

2015 SEEA Webinars

- Evaluation, Measurement and Verification within the Clean Power Plan
- An Overview of the Southern States in ACEEE's State Scorecard
- Key Takeaways from the Atlanta Clean Power Plan Federal Plan Hearings
- The Clean Power Plan: A SEEA Overview in Layman's Language
- Key Decision Points to Consider when Creating an Utility On-Bill Program
- The Internet of Building Things
- Historic Renovation – Baltimore's Union Mill
- All About Qualified Energy Conservation Bonds
- Introducing ACEEE's 111(d) Calculator
- The Resource Value Framework & Cost-Effectiveness Testing
- Introduction to Roanoke Electric's Upgrade to Save Program with CEO Curtis Wynn
- Construction, Codes and Commerce: The Economic Impact of Commercial Energy Codes in the Southeast

To see any of these webinars, please go to:
www.seealliance.org/seea-webinars/.



SEEA on the Record

The following is a list of statements and testimony provided by SEEA:

- U.S. EPA: Clean Energy Incentive Program (CEIP) comments
- U.S. EPA: Public testimony given at EPA hearing on CPP proposed federal plan and model trading rules
- Arkansas Public Service Commission: An Assessment of Financing Program Strategies for the Arkansas Residential Market, filed in Docket No. 13-002-U
- Tennessee Valley Authority: 2015 Draft IRP comments
- U.S. DOE BTO Multi-Year Program Plan comments

SEEA Speaks

The following is a list of 2015 events at which SEEA spoke, presented or facilitated:

- Department of Energy's National Energy Codes Conference 2015 (Nashville, TN)
- Georgia Environmental Conference (Savannah, GA)
- ACEEE Energy Efficiency as a Resource Conference (Little Rock, AR)
- UNEP's 10YFP Programme on Sustainable Buildings and Construction (Finland)
- Southern Company Stakeholder Meeting (DC)
- ACI Annual Conference (New Orleans, LA)
- Mississippi Energy Coordinators Association Annual Meeting (Natchez, MS)
- Infocast Clean Power Plan Summit (DC)
- North Carolina Clean Tech Summit (Chapel Hill, NC)
- North Carolina Building Performance Association (Wilmington, NC)
- DOE Peer Review - Poster Session (Washington, DC)
- BCAP/Energy Foundation Annual Meeting (Washington, DC)
- EEBA Annual Conference (Denver, CO)
- Building Official Assoc. of Georgia (Jekyll Island, GA)
- SEBC Annual Conference (Orlando, FL)
- CenterPoint Energy Annual Scoop Meeting (Hot Springs, AR)



SEEA Members

Utilities

AGL Resources
Alabama Power Company
CenterPoint Energy
Central Electric Power Cooperative, Inc.
Duke Energy
Georgia Power Company
Gulf Power Company
Huntsville Utilities
Mississippi Power Company
Oglethorpe Power
Tennessee Valley Authority

Energy Products and Services

ADM Associates
AO Smith
Clean Energy Solutions

CLEAResult
Conservation Services Group
Covestro
Cree
DNG VL
Ecova
EnergySavvy
First Fuel
Franklin Energy
GoodCents
Holder Construction
Honeywell
ICF
Itron
Kilpatrick Townsend & Stockton
Lime Energy
Lockheed Martin
McKenney's Inc.
Milepost Consulting
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Navigant Consulting, Inc.
Nest Labs
Nexant
Opinion Dynamics
Opower
Osram Sylvania
Philips
Rexel
Schneider Electric
Silvercote Lamination, LLC.
Tendril
Tetra Tech
Trane
Trusted Counsel
Vermont Energy Investment Corporation
WaterFurnace Intl, Inc.
The Weidt Group

Government/Academia/ NGO

Advanced Energy
ACEEE
AESP
Arkansas Advanced Energy Association
Arkansas Economic Development Commission
Georgia Environmental Finance Agency
Georgia Institute of Technology
Mississippi Energy Institute
NASEO
Southface
UNC Environmental Finance Center

Other

Foundation for the Mid-South
North American Insulation and Manufacturer Association



SEEA Members

“ SEEA accelerates energy efficiency adoption across the region by providing thought leadership, collaborative discussions, and education. Membership is key to supporting and receiving these benefits. ”

Rosa Cassidy
Senior Manager, Eastern US Utility Services
Lockheed Martin Energy



“ SEEA's work promotes the benefits of energy efficiency throughout the Southeast, educating a wide breadth of stakeholders and providing a balanced forum for open and constructive dialog. ”

Michele Wagner
Director of Energy Efficiency
Georgia Power

Become a SEEA Member

SEEA Members represent a respected network of energy stakeholders who are committed to economic prosperity through new business approaches, better technologies, market-proven products and smarter ways of maximizing energy productivity across the region.

The Benefits of SEEA Membership

As a valued participant in the SEEA Member Network, you will benefit from:

- The opportunity to nominate SEEA board members
- The opportunity to propose conference sessions
- High-profile conference speaking and moderating opportunities
- Valuable business contacts and connections
- The opportunity for more in-depth involvement in SEEA through our Advisory Committees
- Discounts on SEEA conferences, events and other programs
- Member-only access to resources, reports, briefings and targeted business opportunities
- Access to SEEA's member directory

SEEA Members Include

- Utilities: Investor-Owned, Municipal and Cooperatives
- Energy Service Companies (ESCOs)
- Manufacturers and Retailers
- Contractors
- State Energy Offices
- State and Local Government
- Academic and Research Institutions
- Consultants
- Community and Nonprofit Organizations

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