

2016

SOUTHEAST ENERGY EFFICIENCY ALLIANCE

ANNUAL REPORT



Smart Energy. Strong Economy.

SEEA's 11 states continued to benefit from energy efficiency in 2016, which supported more than

420,000
local, well-paying jobs.

This represents a
sizable portion of the country's 2.2 million-strong
energy efficiency workforce.

U.S. Energy and Employment Report, December 2016, U.S. Department of Energy |
Energy Efficiency Jobs in America, December 2016, E2 and E4TheFuture

Welcome!

In 2016 SEEA's efforts to advance energy efficiency focused on three complementary work areas: State, Local and Utility Policy; the Built Environment and Energy Codes; Energy Efficiency Financing; and Energy Equity.

The past year was significant for the SEEA staff, whose many achievements were complemented by the productivity we gained thanks to a record number of interns. Meanwhile, SEEA's Membership program added new organizations while retaining over 80 percent of our existing participants.

"Momentum," the theme of SEEA's 2016 conference, attracted ~230 energy efficiency leaders from across the United States for a "uniquely southern learning experience." The Southeast also played a key role in supporting the award-winning, first-ever nationwide Energy Efficiency Day on October 5th, 2016.

As we look forward to 2017, SEEA continues to expand its role as an industry convener, counselor, confidante, coach

and helping hand, providing supportive environments for stakeholders to explore challenges and create win-win opportunities. Our progress reflects the vision, innovation and can-do spirit of our outstanding SEEA Members, as well as the invaluable partnerships we are fortunate to enjoy with state and local governments, foundations, NGOs and universities.

However, as 2017 marks the beginning of SEEA's second decade, we also recognize the coming years will require us to strategically shift our focus in order to meet the needs of the region. We expect the energy sector to continue its evolution, creating new business models and regulatory frameworks. We also anticipate changes in policy and resource allocations, which will require initial adjustments. Despite these changes, we believe the Southeast remains poised to make new strides toward energy optimization at the state and local level.

Over the past decade we've seen towns improve their energy performance and



their resilience with smart infrastructure; cities make financial commitments to reinvest in buildings and public works that save them money and create local jobs; and rural electric cooperatives launch innovative energy efficiency financing programs to benefit their customers who most need help. Energy efficiency has served the Southeast well, and continues to have an important role.

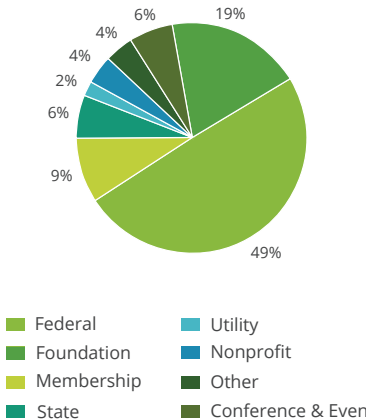
In the next ten years, as the region works to attract tools and resources, and to engage more citizens and businesses in energy optimization efforts, we hope you will join with us as we seek creative new partnerships and innovative new approaches to achieving a more prosperous, cleaner and healthier future for all.


Mandy Mahoney
 SEEA President

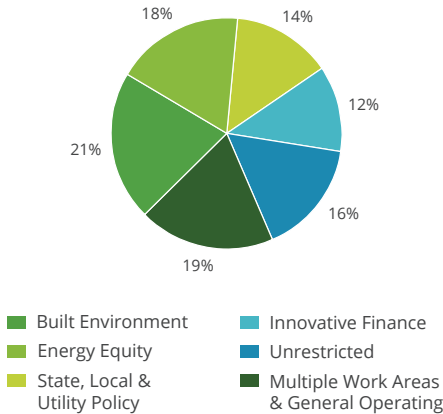

Richard Leger
 SEEA 2016 Board Chair

SEEA Funding

SEEA Funding by Source



Allocation of SEEA Funding by Work Area



STRATEGIC PLANNING

Developing a Plan

In 2016, SEEA staff led the process of developing a new three-year strategic plan. With the support and engagement of our board of directors, staff articulated an updated mission and vision, defined organizational values, created a Theory of Change, and identified external work area objectives and long-term organizational goals. This effort, and the tools and resources it produced, will set the course for SEEA's continued success and expanded role as a regional leader in energy optimization.

GOAL:

To advance energy efficiency through policies designed to address local, state and regional stakeholders' needs and challenges.

How SEEA Drives Change

To achieve our mission, SEEA directs a portfolio of work that addresses State, Local and Utility Policy; the Built Environment; and Energy Efficiency Finance. Though our portfolio of projects change as priorities and opportunities evolve, SEEA provides a consistent range of capabilities to support the Southeast, as follows:

- Provides regional intelligence
- Supports regional decision makers
- Supports an effective and prosperous energy efficiency workforce
- Builds regional stakeholder networks, capacity and effectiveness
- Cultivates and deploys investments for energy efficiency in the region
- Convenes stakeholders to address challenges and explore new opportunities





SEEA's Values

Trust

SEEA's effectiveness is rooted in our commitment to establishing trust-based relationships with and among our partners.

Collaboration

SEEA brings together stakeholders with the experience and influence needed to tackle issues while facilitating a collaborative problem-solving process. This process acknowledges, respects and leverages the diverse skills and experience of all participants.

Leadership

SEEA works with local stakeholders across the region to create the conditions and connections for others to lead, build capacity and provide value where it is needed the most.

SEEA's Vision

Energy efficiency is a primary driver of a prosperous, healthy and sustainable Southeast.

SEEA's Mission

The Southeast Energy Efficiency Alliance works to ensure people in the Southeast have the knowledge, resources and opportunities to optimize energy use.

SEEA WORK AREAS



Policy

In 2016, SEEA served as a technical advisor to states throughout our region as they developed approaches to meet their unique energy needs:

- **South Carolina** and **Virginia** were active in planning, developing and implementing their state energy plans.
- Following the lead of **Arkansas, Mississippi** and **Louisiana** continued to transition from “quick start” utility energy efficiency programs to the more robust comprehensive phase, complete with energy savings targets.
- The **Tennessee Valley Authority** launched its **Energy Efficiency Information Exchange** to bring together stakeholders for the purpose of designing comprehensive solutions to assist low-income utility customers.
- The **Georgia Public Service Commission** approved **Georgia Power’s 2016 Integrated Resource Plan**, which maintains its energy efficiency portfolio, and created a new stakeholder group to design a low-income energy efficiency program for single and multifamily housing.
- SEEA launched a research effort to describe the utility regulatory landscapes for each of our 11 states through “**State Utility Profiles**” which will be published in 2017.

“Silvercote’s customers value our help in guiding them through updates to building energy codes. As a result of our work with SEEA and its many government, utility and policy partners, we have become a leading industry voice on energy performance standards.”

Robert Tiffin

National Account Manager
Silvercote, LLC



Built Environment

Recognizing the evolving complexity of building-based energy issues in the region, SEEA established its Built Environment work area group in 2016, which accomplished the following:

- As a grantee in the U.S. Department of Energy's (DOE) Field Study, SEEA provided efficiency education, resources and outreach in **Georgia** and **Arkansas**. Data collected through this study has been valuable in code adoption efforts.
- SEEA provided technical assistance to the Florida Building Commission's Energy Rating Index Working Group, while its **Florida Circuit Rider** provided statewide technical assistance and trainings.
- Together with Alabama's energy office (ADECA), and the Northwest Energy Efficiency Council (NEEC), SEEA was awarded DOE State Energy Program funding to establish Alabama's first **Building Operators Certification** program.

Energy Code Updates:

- In 2016, with SEEA's assistance, the region experienced the following:
- **Tennessee** adopted 2012 IECC for commercial and state- owned buildings;
- **Alabama** adopted the 2015 IECC with amendments for residential buildings and ASHRAE 90.1-2013 for commercial buildings
- **Florida** is in the process of adopting the 2015 IECC and ASHRAE 90.1-2013
- **North Carolina** is in the process of adopting the 2015 IECC and ASHRAE 90.1-2013
- **Virginia** is in the process of adopting the 2015 IECC and ASHRAE 90.1-2013
- **Georgia** is in the process of adopting the 2015 IECC and ASHRAE 90.1-2013
- **Mississippi** is in the process of adopting its first-ever residential energy code

Energy Efficiency Finance

The goal of SEEA's Energy Efficiency Finance work area is to expand the availability and accessibility of capital to make energy efficiency investments.

Over the past few years, SEEA has supported five finance programs through our **Southeast Energy Efficiency Fund**, and has worked with stakeholders across the region to educate market actors, develop technical resources and advance effective strategies to provide financing options for all citizens.

In 2016, SEEA focused its efforts on advancing proven finance models, such as **on-bill financing** (OBF), and continues to work with regional stakeholders to identify strategies that will incent traditional lenders to offer home energy performance loans.

In addition, SEEA's Energy Efficiency Finance team achieved the following:

- Together with the **North Carolina On-Bill Working Group**, SEEA established a statewide network and civic infrastructure to expand OBF programs across the state, earning the endorsement of the **North Carolina Electric Membership Corporation** (NCEMC).
- SEEA collaborated with **Arkansas's State Energy Office** to establish a statewide loan loss reserve fund to incent local cooperative utilities to provide OBF to their customers. Several other states are now exploring ways to expand OBF by establishing similar reserves.
- Through our Southeast Energy Efficiency Fund, SEEA completed a first round of investments in five regional finance projects with the following results:
 - Expanded on-bill programs in **Kentucky**
 - Supported traditional EE loan products through two credit unions
 - Piloted a WHEEL program in **Florida**
 - Expanded a commercial property retrofit program in **North Carolina**



A 2016 study by the American Council for an Energy Efficient Economy found that some families spend up to 25 percent of their income on utility bills.



Energy Equity

Low-income households spend a greater share of their income on energy than most other citizens as their homes often include old appliances and poor insulation. A 2016 study by the **American Council for an Energy Efficient Economy** found that some families spend up to 25 percent of their income on utility bills. Communities hardest hit by this problem are disproportionately represented in the Southeast, including **Memphis, New Orleans, Birmingham** and **Atlanta**.

Recognizing the significance of this regional challenge, SEEA partnered with equity-focused organizations to advance energy equity in the Southeast.

- SEEA provided more than \$175,000 in subgrant funding via **The JPB Foundation** and **Surdna Foundation** to deliver capacity support for grassroots organizations and leaders.
- SEEA partnered with the **Southeastern Sustainability Directors Network (SSDN)** and the **Partnership for Southern Equity** to develop a curated online toolkit of materials and resources to help integrate equity considerations into municipal sustainability initiatives.
- In collaboration with **Rooted Consulting Group** and the **Glass Ladder Group**, SEEA helped facilitate a four-phase research effort to achieve a community-focused model for stakeholder engagement around energy issues.
- SEEA supported the first **Just Energy Summit**, convened by the **Partnership for Southern Equity** and the **Just Energy Circle**, which engaged more than 200 energy experts, entrepreneurs and community members.

SEEA Publications

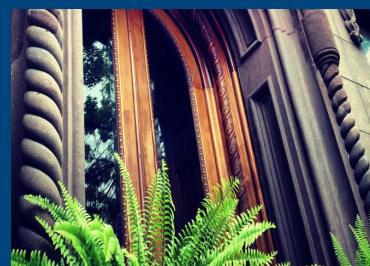


Southeast Sustainability
Directors Network

[SSDN EEQ webpage of resources](#)



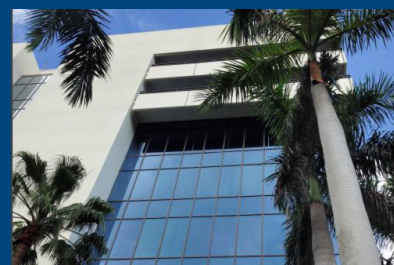
[Utility-Administered Low-Income Programs in the Southeast](#)



[Multifamily Energy Efficiency Retrofits: Barriers and Opportunities for Deep Energy Savings](#)



[Southeast Multifamily Market Assessment](#)



[Florida Circuit Rider Commercial Compliance Needs Assessment](#)

2016 SEEA MEMBERS

SEEA's Membership program reached a record 65 participant organizations in 2016, with significant involvement from our southeastern utilities, several of whom contribute to SEEA's work by serving as SEEA Board members. With a retention rate of over 80 percent, SEEA Members continue to be one of our most valued assets.

Member benefits include these opportunities:

- Nomination of SEEA Board members
- Guidance of SEEA's work through its committee initiatives
- Proposal of conference themes and sessions
- Conference session design and speaking roles
- Access to valuable business contacts and partners
- Access to energy efficiency briefings, reports, resources and business opportunities
- Favorable pricing for SEEA events, plus industry event discounts

"What I like about SEEA is its ability to collaborate with stakeholders on energy efficiency education, program implementation and new product development. This helps all of us create better products and services for our member customers."

Amy Bryan

Director of Residential Marketing
JacksonEMC

Connect With Us!



Utilities

- AGL Resources
- Alabama Power
- CenterPoint Energy
- Central Electric Power
- Duke Energy
- Florida Power & Light
- Georgia Power
- Gulf Power
- Huntsville Utilities
- Jackson EMC
- Mississippi Power Company
- Oglethorpe Power
- SCE&G
- TVA

Government/ Academia/NGO

- ACEEE
- Alliance to Save Energy
- Arkansas Advanced Energy Association
- Arkansas Economic Development Commission
- Association of Energy Services Professionals
- Department of Energy
- Foundation for the Mid South
- Georgia Environment Finance Authority
- Georgia Institute of Technology
- **Mountain Association for Community Economic Development***
- **Resource Action***
- UNC Environmental Finance Center
- Virginia Department of Mines, Minerals and Energy

Energy Products and Services

- Advanced Energy
- A.O. Smith
- **Apogee Interactive***
- CESI
- CLEAResult
- **COI Energy***
- CREE
- DNV GL
- Ecova
- Energy Savvy
- **Energy Solutions***
- Franklin Energy
- GoodCents
- ICF
- Itron
- Lime Energy
- Lone Sparrow Consulting
- Milepost Consulting
- Mitsubishi Electric
- NAIMA
- Navigant
- Nest
- Opinion Dynamics
- Opower
- Osram Sylvania
- Philips
- Resource Action Programs
- Silvercote Lamination
- **Skyetec***
- Smith, Gambrell and Russell LLP
- Southface
- Sustainability Consultants, LLC
- Tendril
- Trusted Counsel
- The Weidt Group
- Vermont Energy Investment Corporation
- **WECC***

Bold* = new member in 2016



EVENTS

The 2016 SEEA & AESP Southeast Conference

Partnering with the southeast chapter of the American Energy Service Professionals, SEEA convened ~230 energy leaders from across 22 states and Washington, D.C. for its fourth “uniquely southern learning conference.”

Discussions, workshops, panels and interactive exercises focused on achieving energy efficiency

“SEEA’s ability to inspire collaboration, provide innovative approaches to problem-solving, and its talented, personable staff are invaluable to advancing energy efficiency in the Southeast. Arkansas has benefitted significantly from working with SEEA!”

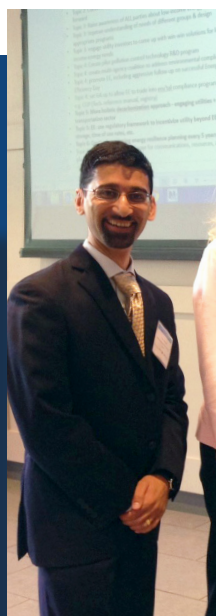
Mitchell Simpson

Director

Arkansas Energy Office

momentum in the Southeast, with an emphasis on progress and successes in the residential, commercial and industrial sectors. Participants explored future energy scenarios in a

“Scenario Planning” exercise, tested their knowledge of efficiency, and “pitched” their products and services to utilities using a variety of game-based approaches.



An Award-winning Energy Efficiency Day 2016

On October 5th, 2016, SEEA helped organize more than 175 businesses, consumers, government offices, universities, colleges and individuals in the Southeast and across the U.S. to promote the positive impact of energy efficiency. With an estimated social media reach of 18.6 million potential impressions, this one-day event was recognized for its national impact by the organization **PR News**.

Energy Equity Policy Breakfast and Tour

To facilitate knowledge and understanding of the challenges faced by low-income communities, and to showcase **Atlanta Habitat for Humanity's** recognized approach to addressing housing and energy performance needs, SEEA hosted a breakfast networking meeting, presentation and tour of this top-ten Habitat facility.

Energy Efficiency Town Hall Meeting

In partnership with **Emory University** and the **Georgia Institute of Technology**, SEEA cohosted a town hall meeting in Atlanta, titled "Choosing Our Energy Future." More than 120 participants identified "no-regrets" strategies for thriving in uncertain regulatory landscapes.



SEEA IN THE FIELD

Arkansas:

- Arkansas Parties Working Collaboratively Meeting, *Participant*

Tennessee:

- TVA Energy Efficiency Information Exchange, *Participant*
- TDEC Low-Income/Multifamily Energy Efficiency Information Exchange, *Participant*
- NARUC Summer Meeting, *Participant*

Virginia:

- Virginia Energy Code Adoption Workgroup Meeting, *Speaker/Participant*
- Energy Codes Working Group Meeting, *Participant*
- Codes and Standards Committee Meeting, *Participant*

Louisiana:

- Clean Power Plan Coordination Meeting, *Presenter*
- Texas A&M Industrial Energy Technical Conference (Energy Manager Workshops), *Presenter*

Mississippi:

- Public Service Commission Hearings, *Presenters*

North Carolina:

- NCSEA Energy Storage Working Group, *Participant*
- Duke Energy Carolinas Collaborative, *Participant*
- Building Codes Council Meeting, *Participant*

South Carolina:

- Creating a Climate for Change Conference, *Speaker*
- South Carolina Continuing Legal Education Forum on State Energy Planning, *Panelist*

Alabama:

- Alabama Residential Energy Codes Board Meeting, *Speaker/Participant*

Florida:

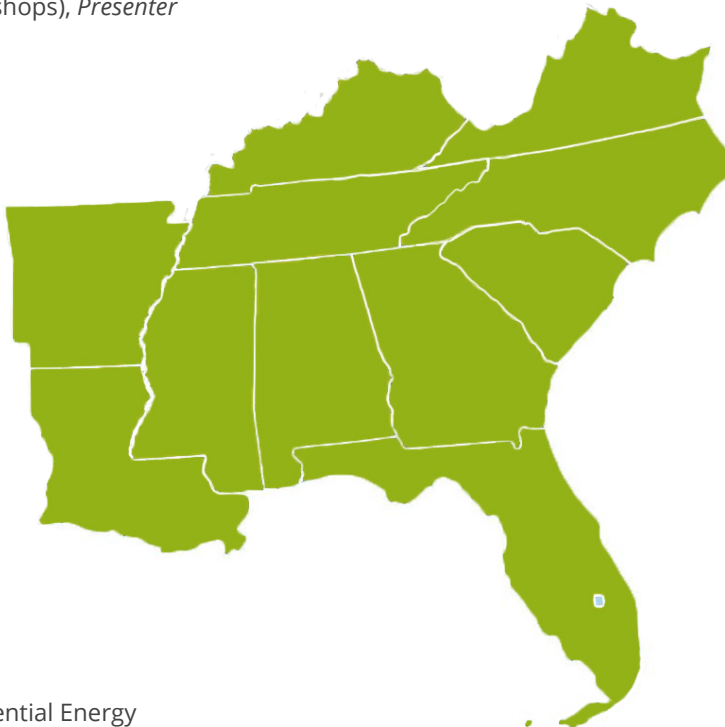
- AESP Southeast Winter Event, *Participant*
- Southeast Building Conference, *Participant*
- ERI Working Group Meeting, *Participant*


Georgia:

- Building Officials of Georgia Annual Conference, *Presenter*
- Energy Foundation Advocates Meeting, *Participant*
- Just Energy Summit, *Co-organizer/Participant*

National Conferences

- ACEEE Summer Study, *Speaker/Presenter*
- ACI Conference, *Presenter*
- RESNET Conference, *Presenter*





“As a leader in the municipal utility world, Huntsville Utilities engages with SEEA because it understands the pressures not-for-profit utilities face, and provides us with outstanding support as we improve our customer-targeted energy efficiency offerings.”

Joe Gehrdes

Director of PR/Communications
Huntsville Utilities



2016 SEEA Webinars



Residential

- [Energy Codes Field Study: Baseline Findings](#)
- [All About the Energy Rating Index](#)



Multifamily

- [Strategies to Achieve Deep Energy Savings in Multifamily Housing](#)
- [Multifamily Energy Efficiency in the Southeast: Trend and Opportunities](#)



Commercial

- [Developing Consistent EM&V and Emissions Reduction Quantification Approaches for Performance Contracting Programs](#)
- [Know Your Energy Code! \[Commercial and Residential\]](#)



Industrial

- [Pre-Conference Session: A Primer on Combined Heat & Power](#)
- [Achieving Large Energy Savings with Industrial Energy Efficiency Programs](#)



Appliances

- [Next Generation Energy Efficiency Standards: A Preview of Potential Savings and Benefits](#)



Utility Programs

- [Utility-Administered Low-Income Programs in the Southeast: A Landscape Assessment](#)
- [Energy Affordability in the Southeast: The EE Opportunity](#)



EE Measurement

- [2016 State Energy Efficiency Scorecard: A Southeast Perspective](#)
- [The National Energy Efficiency Registry](#)

2016 BOARD OF DIRECTORS

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School of Government

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Georgia Institute of Technology

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Georgia Power Company

Jay Wrobel [Advisory Member]

U.S. Department of Energy



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