



2017
ANNUAL REPORT

SOUTHEAST ENERGY EFFICIENCY ALLIANCE

Smart Energy. Strong Economy.

Welcome



In 2017 SEEA celebrated its first decade (2007 - 2017) with a continued focus on three complementary work areas: State, Local and Utility Policy; the Built Environment; and Energy Efficiency Finance. In addition, valuable learnings from our work in Energy Equity continued to influence all SEEA programs, and these will serve as a foundation for some new directions in 2018.

The past year was significant for the SEEA staff which proved to be nimble and adaptable as the organization moved to address changes in the political and funding environments for energy efficiency. In 2017, SEEA was also challenged to re-imagine our membership program to include a new programmatic emphasis designed to better serve the needs of this most valued group of stakeholders.

“Transform,” the theme of the 2017 SEEA conference, attracted record attendance of ~300 energy efficiency leaders from across the U.S. Meanwhile, southeastern cities and states played a leading role in supporting the second-ever nationwide Energy Efficiency Day on October 5th, 2017. These successes, together with unprecedented levels of engagement in energy-related initiatives throughout 2017, reflect the vision, innovation and can-do spirit of SEEA’s valued members and partners. We are also deeply appreciative of friends in the foundation, state and local government, NGO and university communities for their many contributions to advancing energy efficiency.

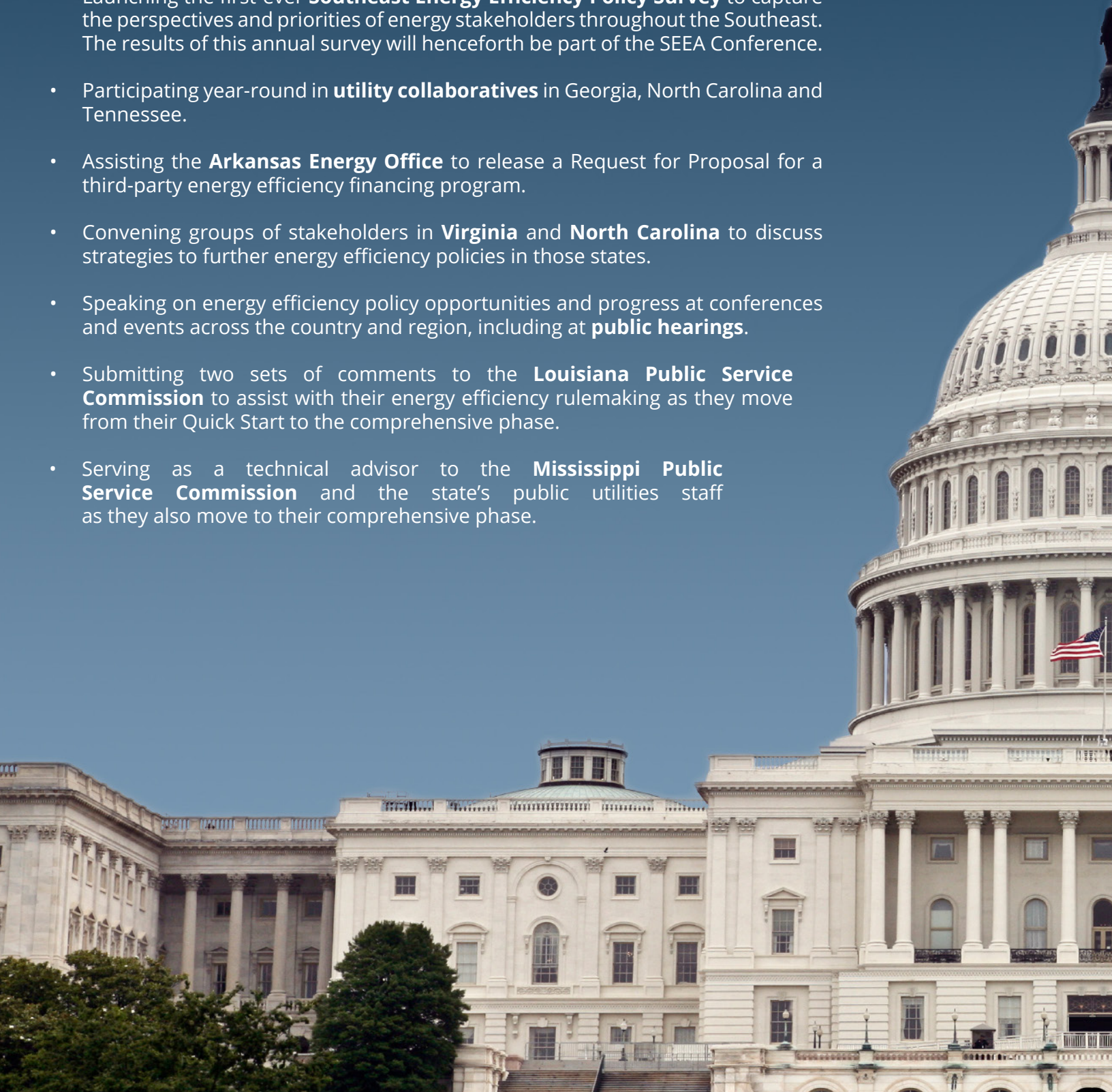
In 2018, SEEA will continue to serve as the Southeast’s convener and facilitator, while expanding our role as the region’s source for energy efficiency intelligence, research and technical assistance.

As we celebrate the many successes of energy efficiency in these pages, we recognize there remains important work still to be done. We hope you’ll join us again in 2018 as we explore promising new paths to an energy future that offers a more prosperous, cleaner and healthier future for our region.

POLICY

In 2017, SEEA once again served as a technical advisor to the southeastern states as they developed approaches to address their energy needs. Highlights included:

- Revamping SEEA's quarterly **Policy Highlights** which summarize the latest energy policy developments in the region.
- Launching the first-ever **Southeast Energy Efficiency Policy Survey** to capture the perspectives and priorities of energy stakeholders throughout the Southeast. The results of this annual survey will henceforth be part of the SEEA Conference.
- Participating year-round in **utility collaboratives** in Georgia, North Carolina and Tennessee.
- Assisting the **Arkansas Energy Office** to release a Request for Proposal for a third-party energy efficiency financing program.
- Convening groups of stakeholders in **Virginia** and **North Carolina** to discuss strategies to further energy efficiency policies in those states.
- Speaking on energy efficiency policy opportunities and progress at conferences and events across the country and region, including at **public hearings**.
- Submitting two sets of comments to the **Louisiana Public Service Commission** to assist with their energy efficiency rulemaking as they move from their Quick Start to the comprehensive phase.
- Serving as a technical advisor to the **Mississippi Public Service Commission** and the state's public utilities staff as they also move to their comprehensive phase.



BUILT ENVIRONMENT

In 2017, the Built-Environment Work Area team was instrumental in providing technical expertise to several southeastern states on issues related to energy code adoption and compliance.

- As a grantee in the **U.S. Department of Energy's 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 also launched complementary residential studies in Tennessee and Virginia in 2017.
- SEEA's **Florida Circuit Rider** provided statewide technical assistance and trainings to various energy code stakeholders in the state, and add developed the first-ever non-technical explanations of "Manual J" and "Manual S" calculations.
- 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 (BOC) program** in 2016. SEEA conducted four Alabama trainings in 2017.
- With support from South Carolina's Energy Office and SCE&G, SEEA administered eight energy code trainings across the state which were attended by 415 building inspectors. Similar **energy code trainings** were held in New Orleans for XX inspectors.



EE FINANCE

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

In 2017, SEEA focused primarily on expanding inclusive financing resources for consumers through utility on-bill programs. On-bill programs have been proven highly effective at reaching low income and fixed income utility customers, who have historically been overlooked in existing energy efficiency programs. SEEA's efforts to expand these programs in 2017 include the following:

Inclusive Financing Learning Circle Series

SEEA, in partnership with Clean Energy Works, delivered an eight-part webinar series that offered the country's only comprehensive educational forum on **tariffed on-bill financing**. The series attracted over 70 participants from across the U.S. state energy offices, utility staff, program implementers, advocacy organizations and various NGOs.

A tariff based on-bill financing program enables utilities to apply charges for electric system investments to customers' monthly bill for a metered property. Tariffs are not considered to be "loans," and therefore do not have credit implications for utility customers.

Regional Stakeholder Coordination and State-Level Strategy Development

- Continued coordination of the North Carolina On-Bill Working Group which is developing state-specific utility on-bill financing programs
- Offered on-bill technical assistance to policy makers and stakeholders in Georgia, Virginia, South Carolina, Tennessee and Louisiana
- Convened more than 40 on-bill program implementers and cooperative utilities to discuss rural energy efficiency opportunities at the SEEA Conference
- 2018 plans include building on this body of work to support utilities in North Carolina, Tennessee, Virginia and Georgia in making on-bill programs available



EMERGING WORK AREAS

As the region's source for energy efficiency, SEEA works to identify new strategies to affect economic prosperity, improve the health outcomes and support a sustainable environment. In 2017, we began to explore opportunities in several emerging areas of importance to energy efficiency.

ENERGY EFFICIENCY AND PUBLIC HEALTH

In 2017, SEEA observed traditional healthcare stakeholders begin to recognize and leverage energy efficiency as an opportunity in preventative healthcare and asthma alleviation. The Green and Healthy Homes Initiative (GHH) launched a series of initiatives in this area, and partnered with SEEA in 2017 to help expand their efforts and models across the Southeast. This emerging area of focus will include the roll-out of a series of pilot programs overseen jointly by SEEA and GHHI in 2018.

ALTERNATIVE FUEL TRANSPORTATION

New transportation platforms are poised to influence aspects of energy planning and policy, including rate design and building codes, among others. In addition, the need for better coordination and collaboration among energy and transportation stakeholders is critical to advancing clean-fuel technologies. In 2017, SEEA began to develop a foundation for work in Alternative Fuel Transportation, including market opportunity assessments, coalition management and rate design approaches.

LOCAL ENERGY POLICY AND PLANNING AS A COMPONENT OF RESILIENCE PLANNING

A series of catastrophic storms affected large portions of the South in 2017, bringing with them the likelihood of more frequent and severe weather events in coming years. The emerging need for increased community resilience through local planning and preparation has become a touchstone in thinking about the future of the region. Together with our stakeholders in cities, utilities and state agencies, SEEA has begun to investigate way to help address these needs through energy policy and climate adaptation. Landscape assessments and efforts to replicate successful existing resilience models will form the basis for new work in this area in 2018.

RURAL ENERGY EFFICIENCY

Rural communities, which tend to have higher than average rates of both poverty and energy bills, are also the dependent on both agriculture and the manufacturing sector for jobs and growth, especially in the Southeast. Following SEEA's over-subscribed 2017 conference workshop, in 2018 we will continue to identify efficiency-based opportunities to mitigate some of the economic and health disparities that plague these communities.



SEEA strives to connect people and ideas throughout the southeastern region, and travels frequently to the states we represent. Our staff provides technical assistance, current research and best practices, and participates actively in events and convenings as an organizer, facilitator, presenter, panelist and speaker. The following is an overview of SEEA's 2017 field engagements:

ALABAMA

- Housing Hazards and Health, Speaker
- National League of Cities Meeting Panel, Facilitator and Presenter

FLORIDA

- AESP Conference, Presenter
- The Southeast Building Conference (SEBC)
- Florida Energy Summit
- Florida Automated and Electric Vehicle Summit
- Annual SE Florida Regional Climate Leadership Summit

GEORGIA

- Atlanta 100% Clean Energy, Advisor
- Green Chamber of the South, Speaker
- Georgia Tech Seminar: Trends and Policies in Residential Development, Speaker
- Greenprints
- Georgia DSM Working Group
- Georgia DCA Taskforce Meetings
- SEARUC
- The INTERSECT Conference
- Onward Towards Equity: The Rebirth of the Partnership for Southern Equity
- DCA Taskforce Meetings
- USGBC Georgia and ASHRAE chapter meetings
- FLASH Resilience Conference
- Executive Women's Leadership Build - Habitat for Humanity Atlanta
- SE Wind Coalition Summit, Board Member
- Urjanet SPARK Customer Meeting
- DCA Taskforce Meetings
- EEBA Conference
- REMI Policy in the Trump Era

ARKANSAS

- DOE Energy Code Field Study – statewide lunch n learns, Facilitator

MISSISSIPPI

- NGA State Building EE Summit, Speaker
- MS Delta Tour, Host and Presenter
- Building Codes Planning, Facilitator

NORTH CAROLINA

- Advanced Energy Board Meeting, Speaker
- NC Building Performance Association Conference, Speaker
- NC Energy Efficiency Policy Stakeholders discussion, Facilitator
- North Carolina Building Code Council, Commenter
- UNC Clean Tech Conference
- North Carolina State Energy Conference
- 2017 North Carolina High Performance Buildings Conference

LOUISIANA

- AESP Southeast Chapter Meeting, Chapter President and Facilitator
- Louisiana Public Service Commission Technical Forum

SOUTH CAROLINA

- USC-UNC Workshop: Fixed Costs and Uncertain Futures, Presenter
- Utility Energy Code Trainings, Host
- South Carolina State Energy Planning Committee: Funding for Energy Upgrades Study Committee, Presenter
- NASEO Southeast Regional Meeting
- Energy Plan Energy Codes Study Committee
- Electric Cooperatives of SC and SC Coastal Conservation League

SEEA

TENNESSEE

- Home Performance Conference, Presenter
- GHHI Executive Leadership Summit, Speaker
- TVA EE-IX Meeting

VIRGINIA

- VA Energy Efficiency Council Meeting, Presenter
- VA Energy Efficiency Policy Stakeholders discussion, Facilitator
- Southeast Wind Coalition Board meeting, Board Member
- SE Wind Coalition Board Meeting
- VAEEC Meeting
- U.S. DOE Building Codes Field Study

PENNSYLVANIA

- DOE Energy Codes Conference, Speaker and Organizer
- Transforming Appalachia: Embracing Change to Drive Progress

WASHINGTON, DC

- Southern Company Stakeholders Forum, Speaker
- ACEEE Board Meeting, Board Member
- NARUC
- Duke University's Nicholas Institute for Environmental Policy Solutions' Southeast Energy and Environmental Leadership Forum
- National Energy Efficiency Communicators Network
- Just Transition Fund Convening
- EPRI EE Potential Workshop
- Building Codes Advocates Meeting

CALIFORNIA

- NARUC Summer Meeting
- NARUC Annual Conference

ILLINOIS

- ACEEE Finance Forum, Speaker
- MEEA Conference

MASSACHUSETTS

- The Engie Exchange

MICHIGAN

- NARUC Utility Rate School

ARIZONA

- RESNET Conference, Presenter
- ACEEE Energy Efficiency as a Resource, Panelist

COLORADO

- Aspen New Ideas Festival
- ACEEE Board Meeting

2017 SEEA EVENTS



MISSISSIPPI DELTA TOUR

In 2017, SEEA's Mississippi Delta Tour engaged a small group of national thought leaders in exploring the unique needs of the rural Southeast, and how best to upgrade current programs to more effectively support these communities. Starting from the **National Civil Rights Museum** where Martin Luther King was assassinated in 1968, the group met with regional experts in **healthcare, community development and early childhood education**. The tour provided exposure to the persistent problems facing our rural areas, and the opportunity to meet community leaders working to address these issues.



NATIONWIDE #EEDay2017

October 5th, 2017 marked the second annual **Energy Efficiency Day** in recognition of the benefits and opportunities provided by energy efficiency to business, government and citizens. With social media impressions reaching a potential audience of ~27 million, #EEDay2017 included a light bulb challenge and a campaign of national, state and city government proclamations in support of energy efficiency. Energy Efficiency Day proclamations of support were especially strong in the Southeast, and included the states of **North Carolina** and **Virginia**. In addition, the **U.S. Senate** made a bipartisan proclamation of support for #EEDay2017.

TRANSFORM: SEEA & AESP SE CONFERENCE

Three hundred SEEA Members and stakeholders gathered in Atlanta in October, for **Transform**, our 2017 conference held in partnership with the **American Energy Services Professionals (AESP)** – southeast chapter. With record levels of participation from across the Southeast and the U.S., Transform! provided a platform to explore the future state of energy efficiency. From resilience to rural energy opportunities, from health outcomes to technology, 2017's interactive, learning-oriented conference explored the evolving role of energy efficiency in securing a prosperous, healthy future for the region. Carlos Gonzalez of Tesla and Jay Stowe of Tennessee Valley Authority served as 2017's keynote speakers.

MEMBERSHIP NETWORKING EVENTS

In 2017, SEEA Members gathered at **Cox Enterprises** in Atlanta in April and at the **Tennessee Valley Authority** in Nashville in July to discuss emerging opportunities in energy efficiency. SEEA convenings serve as a platform for education, discussion and the exploration of new ideas and opportunities. They attract a robust peer group of energy leaders from across the Southeast and provide a basis for meaningful networking.



SEEA WEBINARS

Each year, SEEA presents a series of webinars on topics of interest to our members and stakeholders. These provide education on topics including regional policy, energy efficiency finance, energy codes, low income programs and more. SEEA's archive of webinars can be found on the SEEA website at www.seealliance.org/2017-webinar-archive/



UTILITIES

- Alabama Power
- CenterPoint Energy
- Central Electric Power Cooperative
- Duke Energy
- EnergyRight Solutions (TVA)
- Florida Power & Light
- Georgia Power
- Gulf Power
- Huntsville Utilities
- Jackson EMC
- Mississippi Power Company
- Oglethorpe Power
- Santee Cooper
- SCE&G
- Southern Company





2017 SEEA MEMBERS

ENERGY PRODUCTS AND SERVICES

- Advanced Energy
- A.O. Smith
- Apogee Interactive
- APTIM
- Association of Energy Services Professionals
- CB&I
- CLEAResult
- COI Energy
- Covestro
- Cox Enterprises
- CREE
- DNV GL
- ecobee
- Ecova
- Energy Solutions
- Eaton
- First Fuel
- Franklin Energy Group
- GDS Associate
- Itron
- LEDVANCE (formerly Osram Sylvania)
- Lockheed Martin
- Milepost Consulting
- NAIMA
- Nest
- Nexant
- Opinion Dynamics
- Philips
- PIMA
- Silvercote Lamination
- SkyeTec
- Smith, Gambrell and Russell, LLP
- Southface
- Tendril
- Trusted Counsel
- The Weidt Group
- Vermont Energy Investment Corporation
- WECC

GOVERNMENT / ACADEMIA / NGO

- Agnes Scott College
- ACEEE
- Arkansas Advanced Energy Association
- Clean Cities Atlanta
- Foundation for the Mid-South
- Georgia Institute of Technology
- MACED
- Southern Alliance for Clean Energy
- UNC Environmental Finance Center
- Virginia Department of Mines, Minerals and Energy
- Virginia Energy Efficiency Council

“

Attending the SEEA Conference was the key to our membership decision. As a utility with a relatively small DSM portfolio, we found the high quality of content and the opportunities for meaningful dialog with other regional utilities to be invaluable.

”

Therese Griffin

Manager, Energy Efficiency and Demand Side Management,
South Carolina Electric and Gas Company

SEEA MEMBERSHIP

SEEA Members represent a respected network of industry leaders who are committed to the region's long-term economic well-being through effective energy policy, research and education, market-proven products and services, and the application of energy efficiency best practices across the residential, commercial and industrial landscapes.

MEMBERSHIP BENEFITS INCLUDE:

- Access to energy efficiency news, briefings, reports, resources and business opportunities
- A one-on-one briefing with SEEA Work Area experts in Policy, Built Environment and Energy Efficiency Finance
- Public recognition of your support on SEEA's website and social media platforms
- The opportunity to nominate or serve as a SEEA Board Member
- The opportunity for more in-depth involvement in SEEA through our Board and Advisory Committees
- Access to educational programs like the Building Operators Certificate program* (*in certain states only)
- Opportunities to participate in the annual SEEA Conference as a speaker, sponsor or committee advisor
- Personalized invitations to SEEA events, workshops and convenings
- Favorable pricing for SEEA events, and industry event discounts
- Access to valuable business contacts and partners from across the region, and the U.S.
- The opportunity to claim a corporate tax deduction for your SEEA membership

Mission:

SEEA works to ensure people in the Southeast have the knowledge, resources and opportunities to optimize energy use.

Vision:

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

Values:

- Trust
- Leadership
- Collaboration

SOCIAL MEDIA



<https://twitter.com/SEEAlliance>



<https://www.facebook.com/SEEAlliance/>



<https://www.linkedin.com/company/southeast-energy-efficiency-alliance/>



2017 BOARD OF DIRECTORS

Steve Leeds

Board Chair
Sustainability Consultants, LLC

John Silkey

Board Vice Chair
Lone Sparrow Consulting

R. Neal Elliott

Board Treasurer
American Council for an Energy-Efficient Economy

Rosa Cassidy

Board Secretary
Lockheed Martin Energy

Ivy Allen

Foundation for the Mid South

Todd Berreman

CenterPoint Energy

John Brantley

Central Electric Power Cooperative, Inc.

Amy Bryan

Jackson EMC

Al Christopher

Virginia Department of Mines, Minerals, and Energy

Brian Coble

Advanced Energy

Tim Duff

Duke Energy

Joe Gehrdes

Huntsville Utilities

Therese Griffin

South Carolina Electric and Gas Company

Jim Herndon

Nexant

Cindy Herron

EnergyRight® and Renewable Solutions, Tennessee Valley Authority

Bill Hosken

A.O Smith Corporation

Jeffrey Hughes

University of North Carolina School of Government

Steve O'Day

Smith, Gambrell & Russell, LLP

Mitchell Simpson

Arkansas Energy Office

Jeff Smith

Georgia Power

Valerie Thomas

Georgia Institute of Technology

Jeremy Townsend

CLEAResult

Jay Wrobel

Department of Energy



