



THE BUSINESS OF LOCAL ENERGY SYMPOSIUM

Maximizing the Cost-Effective
Development of Local,
Renewable Energy

October 23, 2014
Petaluma, CA
www.climateprotection.org

Presented by:



A Program of
Center for Climate Protection



Susan Gorin

Chair, Sonoma Clean Power
Supervisor, County of
Sonoma



Marc Levine

Assembly Member, 10th
District, State of California



Jane Bender

President, Center for
Climate Protection

Welcome and thank you for participating!

We are hosting this symposium to foster new opportunities that both accelerate the clean energy revolution and address the climate crisis.

Promoting economic prosperity and caring for the environment must work hand in hand. Without financial incentives, clean energy innovations won't occur. And without innovation, we will not reduce emissions to safe levels.

This exciting and important endeavor requires new partnerships, markets, and your ideas and effort. May the results inspire us all.

Jane Bender

President, Center for Climate Protection
Former Mayor, City of Santa Rosa



Jigar Shah

Jigar Shah is the former CEO and current board member of the Carbon War Room, a global organization founded by Richard Branson and Virgin United. Mr. Shah is also the Founder of SunEdison, which is recognized as the catalyst of the power purchase agreement (PPA) business model that helped turn solar PV into a multi-billion dollar industry worldwide. Shah previously worked with BP Solar and the Department of Energy and is the author of *Creating Climate Wealth: Unlocking the Impact Economy* (2013).



David Hochschild

David Hochschild was appointed to the California Energy Commission by Governor Jerry Brown in February 2013. Hochschild was a Special Assistant to San Francisco Mayor Willie Brown in 2001 where he launched a citywide \$100 million initiative to put solar panels on public buildings. He went on to co-found the Vote Solar Initiative, a 60,000-member advocacy organization promoting solar policies at all levels. Mr. Hochschild also served as Executive Director of a national consortium of leading solar manufacturers.



Geof Syphers

Geof Syphers is CEO of Sonoma Clean Power, the new Community Choice electricity provider in Sonoma County. A licensed mechanical engineer and a pioneer in the green building field, Mr. Syphers managed utility energy efficiency programs and consulted on over \$1 billion in completed California developments. Mr. Syphers is the former Chief Sustainability Officer for Coddling Enterprises and the founding Director of Sustainable Buildings and Communities at KEMA Energy & Sustainability (now DNV-GL).



Robyn Beavers

Robyn Beavers is the founder and Senior Vice President of Station A Group, an internal innovation team focused on microgrid strategy at NRG Energy, the largest solar power developer in the US. In 2004, Ms. Beavers joined Google as direct support to the co-founders while the company went public. She went on to form Google's Green Business and Operations Strategy Group, its first business unit focused on sustainability strategy. Ms. Beavers also helped create a global NGO called WindMade for Vestas Wind Systems.



Mike Lemyre

Mike Lemyre is the Vice President of Ygrene Energy Fund, where he leads the development of Property Assessed Clean Energy (PACE) financing programs that have established Ygrene as a market leader in this field. For the majority of the past decade, Lemyre has held senior positions at both Chartis (formerly AIG) and the Arch Insurance Group. Lemyre also founded and launched a wireless application development company, an insurance software product firm and a successful marketing and event planning company.

AGENDA

8:00 - 9:00

REGISTRATION & BREAKFAST

Lobby

Continental Breakfast
Clean Tech Marketplace

Please Note: Beverage service and refreshments will be available throughout the day in the Clean Tech Marketplace.

9:00 - 9:20

INTRODUCTION

Great Blue Heron Ballroom

Ann Hancock
Executive Director, Center for Climate Protection

Susan Gorin
Chair, Sonoma Clean Power
Board of Supervisors, County of Sonoma

Debbie Meekins
President and CEO, First Community Bank

9:20 - 9:50

KEYNOTE PRESENTATION #1

Great Blue Heron Ballroom

“ The Power of Local Power – what is community choice and what will it do for us? ”

Geof Syphers
CEO, Sonoma Clean Power

See map on page 11 for room location of Breakout Panels and Discussions.

9:50 -10:35

KEYNOTE PRESENTATION #2

Great Blue Heron Ballroom

“ An economic answer to the climate change conundrum: how local energy will revolutionize the grid ”

Jigar Shah
Founder, SunEdison

Introduced by **Lindsay Lowe**,
Vice President, Constellation

10:35 - 11:00

BREAK

Clean Tech Marketplace

11:00 - 12:00

BREAKOUT PANELS – SESSION 1

—See page 6 for speakers and locations

1. Smart Grid and renewables integration
 2. Energy storage: maximizing distributed generation's potential
 3. CCAs changing the game - programs for today and tomorrow
 4. Scaling electric vehicle adoption
 5. Making demand response and energy efficiency more effective
-

12:00 - 12:25

LUNCH

Great Blue Heron Ballroom

12:25 - 1:00

KEYNOTE PRESENTATION #3

Great Blue Heron Ballroom

“ Sunrise from the West: The growth of renewable energy in California ”

David Hochschild

Commissioner, California Energy Commission

Introduced by **Robert Pierce**,
Energy Marketing Director, Shell

SHORT PRESENTATION

“CommunityChoice: A National Perspective”

Shawn Marshall

Executive Director, LEAN Energy US

1:00 - 1:15

BREAK

1:15 - 2:15

BREAKOUT DISCUSSION GROUPS

—See page 7 for more information

1. What would it take to pilot a microgrid project in Sonoma County?
2. Community choice energy – critical issues, state policy and next steps for accelerated adoption
3. Commercial and residential solar installations – current programs and visioning the future
4. Electric vehicles – how do we make it easier to own one?
5. Open Space – what’s on your mind?

2:15 - 2:25

BREAK

2:25 - 3:25

BREAKOUT PANELS – SESSION 2

—See page 8 for speakers and locations

1. Microgrids and systems integration
2. Equity: including everyone in the energy revolution
3. Building performance & information management
4. Financing energy innovations

3:25 - 3:40

BREAK – AFTERNOON REFRESHMENTS

Clean Tech Marketplace

3:40 - 4:20

FUTURE OF LOCAL ENERGY GAME CHANGERS INTERVIEW

Great Blue Heron Ballroom

Interview by **James Dunn**,
North Bay Business Journal

Robin Beavers

Founder and Senior Vice President,
Station A Group, NRG Energy

Mike Lemyre

Vice President, Ygrene Energy Fund

4:20 - 4:30

CLOSING REMARKS

Great Blue Heron Ballroom

4:30 - 6:00

HAPPY HOUR

Clean Tech Marketplace

BREAKOUT PANELS – SESSION 1

11:00 am - 12:00 pm

See map on page 11 for room location of Breakout Panels and Discussions.

1. Smart Grid and renewables integration AT AMERICAN KESTREL



Moderator:
Greg Thomson,
Clean Coalition



Jason Simon,
Enphase
Energy



Suna Taymaz,
PG&E



Scott Meinzen,
Siemens
Industry, Inc.

2. Energy storage: maximizing distributed generation's potential AT PELICAN



Moderator:
Mark Higgins,
California
Energy
Storage
Alliance



Ted Merendino,
Tesla



Charlotte MacAusland,
DC Systems



Debi Ryan,
Green
Charge
Network

3. Community Choice Changing the Game: Programs for Today and Tomorrow AT MARINA OVERLOOK



Moderator:
Amy Rider,
Sonoma Clean
Power



Jamie Tuckey,
Marin Clean
Energy



Rob Kelly,
SolarCity



Drake Welch,
Noble
Americas
Energy
Solutions

4. Scaling electric vehicle adoption AT NORTHERN HARRIER



Moderator:
Mike Harrigan,
Bay Area
Climate
Collaborative



Richard Lowenthal,
ChargePoint



John Kalb,
EV Charging
Pros



David Worthington,
Sonoma
County Fleet
Manager

5. Making demand response and energy efficiency more effective AT WESTERN MEADOWLARK



Moderator:
Lauren Casey,
Regional
Climate
Protection
Authority



Martha Amram,
WattzOn



Randy Palombi,
Constellation



Chris Cone,
Efficiency
First
California

We want to hear from you! These discussion groups are designed to foster conversation and gather input on critical topics for accelerating local renewable energy. Each group will be attended by a designated expert as a resource. A summary of the ideas generated through these discussions will be distributed to all participants following the symposium.

See map on page 11 for room location of Breakout Panels and Discussions.

1. What would it take to pilot a microgrid project in Sonoma County?

AT AMERICAN KESTREL



Resource Expert:
Greg Thomson
Clean Coalition

2. Community choice energy – critical issues, state policy and next steps for accelerated adoption

AT MARINA OVERLOOK



Resource Experts:
Geof Syphers
Sonoma Clean Power and



Beth Kelly, Marin Clean Energy

3. Commercial and residential solar installations – current programs and visioning the future

AT PELICAN



Resource Expert:
Amy Rider
Sonoma Clean Power

4. Electric vehicles – how do we make it easier to own one?

AT NORTHERN HARRIER



Resource Expert:
BC Capps
Energy and Sustainability Division,
County of Sonoma

5. Open Space – What's On Your Mind?

AT WESTERN MEADOWLARK



Resource Expert:
Genevieve Taylor
Global Genesis

BREAKOUT PANELS – SESSION 2

2:20 pm - 3:20 pm

See map on page 11 for room location of Breakout Panels and Discussions.

1. Microgrids and systems integration

AT AMERICAN KESTREL



Moderator:
David Erickson,
California
Public Utilities
Commission



**Faramarz
Maghsoodlou**,
Cisco



Michael Stadler,
Lawrence
Berkeley
National
Laboratory



**Greg
Thomson**,
Clean
Coalition

2. Equity: including everyone in the energy revolution

AT NORTHERN HARRIER



Moderator:
Collin Miller,
Bay Localize
and Local
Clean Energy
Alliance



Mark Toney,
The Utility
Reform
Network
(TURN)



Strela Cervas,
California
Environmental
Justice
Alliance



**Brooke
Anderson**,
Movement
Generation

3. Building performance & information management

AT MARINA OVERLOOK



Moderator:
Jeff Byron,
Band of Angels
and Co-Chair,
Cleantech
Open National



David Maino,
Integral Group



Harry Hobbs,
InterContinental
Hotels



**Morgan
Putnam**,
Clean Energy
Research

4. Financing energy innovations

AT PELICAN



Moderator:
Bill Peterson,
New Resource
Bank



Mark Perutz,
Double Bottom
Line



Liz Yager,
Sonoma
County Energy
Independence
Program



**David
Kunhardt**,
SolEd



CCA Genesis

Paul Fenn invented Community Choice Aggregation in 1995 in Massachusetts, and he wrote California's Community Choice law. His company, Local Power Inc., designed the foundation for Community Choice programs throughout California.

Community Choice Energy May Revolutionize Our Energy Grid

Written By Jeff Byron and Jigar Shah

Printed in North Bay Business Journal, October 6, 2014

“No money down” financing has made installing solar much easier for many property owners. But for every customer with a good credit score and south facing roof, there are many others without such advantages. Enter Community Choice Energy. It promises to overcome barriers to renewable energy development while modernizing and decentralizing the electricity system.

California’s first and second Community Choice programs, Marin Clean Energy and Sonoma Clean Power, offer cleaner power and lower rates than PG&E. Sonoma Clean Power estimates that in 2014 alone more than \$6 million will stay in the local economy because of their favorable power procurement.

The success of these two Community Choice programs has inspired communities up and down the state. Currently San Diego, Sunnyvale, Mountain View, Alameda, Monterey, San Luis Obispo, Lancaster, among others, are seriously exploring starting Community Choice programs because it is the most cost-effective, powerful tool under local control to reduce greenhouse gas emissions.

Community Choice is a local program that buys and generates electricity for businesses and residents. The investor-owned utility like PG&E continues to provide customer service, maintain power lines, transmit power, and handle the billing. It is an agile public-private partnership.

Investing in local clean energy will make the energy system more resilient over time and will keep costs stable by reducing dependence on the volatile market for fossil fuels. Locally produced energy also reduces the considerable expense of adding new transmission lines by producing more power closer to where it is consumed.

With Community Choice Energy, some communities could jump to micro grids where electricity is both consumed and produced on the premises. Community Choice is really best positioned to accelerate the

deployment of proven technologies that are underutilized like the intelligent grid in California. To do so they will need political savvy and private partners with expertise, technologies, and financing to help them interface with large private utilities to integrate renewable energy into the system.

The Climate Protection Campaign, a proponent of Community Choice since 2005, is hosting The Business of Local Energy symposium. Leading experts will describe innovative programs available now as well as programs planned for the near future. They will explore how to optimize Community Choice as a game-changing innovation platform for developing local energy, stimulating local economic development, and increasing the resiliency of the grid.

Cisco, Enphase Energy, Siemens, ChargePoint, Tesla, and Green Charge Network will participate in the discussion with the operators of Sonoma Clean Power and Marin Clean Energy, researchers, regulators and policymakers focused on how to increase local renewable power generation while keeping rates competitive.

Cleantech companies have the human and capital resources, and experience in bringing start up ventures to scale necessary to unleash the potential of Community Choice. It can help revolutionize the way we produce, deliver, and consume energy for the benefit of customers, the economy, and the environment.

The Business of Local Energy symposium will be held October 23 in Petaluma. Learn more at: www.localenergybiz.com.

Jeff Byron is Co-Chair, Cleantech Open National Board, a former California Energy Commissioner and former Energy Director at Oracle. Jigar Shah is a Clean Energy Entrepreneur, Carbon War Room first CEO, founder of Sun Edison and author of Creating Climate Wealth: Unlocking the Impact Economy.



Welcome to the Business of Local Energy Symposium! The Center for Climate Protection is pleased you are here to share best practices and financing solutions to create a 21st Century energy system. The world is watching as together we transform our communities to clean energy economies.

The mission of the Center for Climate Protection is to inspire, align, and mobilize action in response to the climate crisis. Formerly the Climate Protection Campaign, we're changing our name to better communicate who we are and increase our impact.

We create model programs that reduce greenhouse gas emissions for communities everywhere. Our cost-effective energy solutions make it easier for everyone to do the right thing. We advance game changing policies that dramatically shrink our carbon footprint for a positive future.



Ann Hancock, Executive Director,
Center for Climate Protection



Organizational impact and milestones

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2001 - Founding

2002 - National Precedent 1: Sonoma County and 9 cities pledged to climate protection

2003 - National Precedent 2: Sonoma County and 9 cities complete emissions inventories

2005 - National Precedent 3: Sonoma County and 9 cities set goal to cut emissions by 25%. Began education about Community Choice as a game-changing solution.

2008 - Community Climate Action Plan issued

2009 - Sonoma County Energy Independence Program and Regional Climate Protection Agency founded

2010 - Windsor Efficiency PAYS program began

2011 - Sonoma Clean Power exploration began by Sonoma County Water Agency

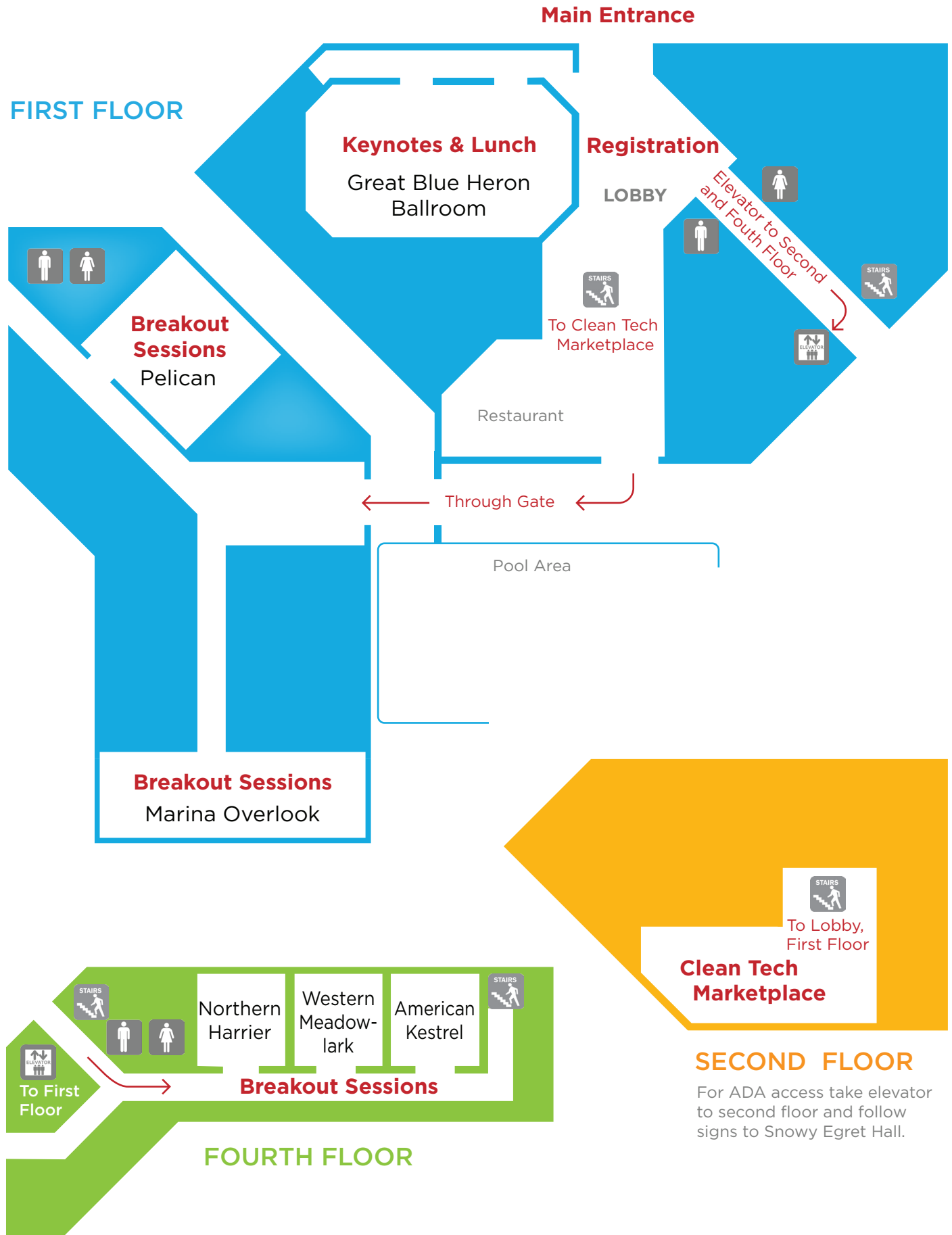
2013 - Five cities join Sonoma Clean Power; North Bay Business Journal names Sonoma Clean Power year's top story

2014 - Sonoma Clean Power goes live serving customers

Addressing the Change. Changing the Future.

"The Center for Climate Protection is both practical and visionary— advancing real solutions to a fundamental problem of our time."

- US Congressman Jared Huffman



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Ecology and the Economy
LEAN Energy US
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Solar Universe
Strategic Energy Innovations
Ygrene

For more information:
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