



VIRGINIA ENERGY EFFICIENCY COUNCIL

2021 Energy Efficiency Forum

November 15th & 16th

Welcome

Dear Energy Efficiency Friends and Supporters,

On behalf of the VAEEC Board and Staff, we welcome you to the 2021 Energy Efficiency Forum. Our Staff has worked diligently for months to arrange this premiere event for all of us to enjoy.

It continues to be an exciting time for the energy efficiency sector in Virginia, so after nearly two years, we are thrilled to see everyone in-person! Our members are beginning to reap the benefits of strong clean energy and climate policies that have passed over the last several years, which the VAEEC helped shape, and we are seeing additional new opportunities on the horizon with federal dollars that have begun flowing to the states. Now is a great time to gather together to share in the successes of our members.



Thank you for attending today and for bringing your expertise to our event. You, our members, have the vision, the knowledge, and the experience to help us ensure that energy efficiency is an integral part of the clean energy future in Virginia. We succeed with your involvement.

Sincerely,

John Morrill

John Morrill
VAEEC Board Chair
Fairfax County

Chelsea Harnish

Chelsea Harnish
VAEEC Executive Director

Agenda: Day 1

NOVEMBER 15TH; VIRTUAL

1:00-1:05 PM

WELCOME & UPDATES

1:05-2:20 PM

BREAKOUT SESSION 1

*GETTING SMARTER WITH
ENERGY EFFICIENCY
TECHNOLOGY*

*OPPORTUNITIES & INSIGHTS
FOR ENERGY PERFORMANCE
CONTRACTING*

2:20-2:40 PM

VIRTUAL NETWORKING BREAK

2:40-3:55 PM

BREAKOUT SESSION 2

*ADVANCING THE ENERGY
EFFICIENCY WORKFORCE*

*IMPROVING BUILDING
PERFORMANCE ACROSS
SECTORS*

3:55-4:00 PM

CLOSING REMARKS



Agenda: Day 2

NOVEMBER 16TH; HENRICO COUNTY, VA

12:30-1:30 PM REGISTRATION & NETWORKING

1:30-1:45 PM WELCOME & OPENING REMARKS

1:45-3:15 PM PLENARY SESSION

*SUPPORTING DIVERSITY, EQUITY, & INCLUSION
IN THE ENERGY EFFICIENCY SECTOR*

3:15-3:30 PM VIRGINIA ENERGY EFFICIENCY
LEADERSHIP AWARDS CEREMONY

3:30-4:00 PM CLOSING REMARKS &
TRAVEL TO HAPPY HOUR

4:00-5:30 PM NETWORKING HAPPY HOUR

*TRIPLE CROSSING - FULTON
5203 Hatcher St, Richmond, VA 23231*



Sessions

NOVEMBER 15TH, 1:05-2:20 PM (CONCURRENT SESSIONS)

Getting Smarter with Energy Efficient Technology

Smart technologies have advanced by leaps and bounds. This panel explores how these technologies work together to make communities cleaner, safer, and closer - while increasing energy efficiency.

Sponsored by Virginia Natural Gas.

Speakers: Keven Brough (Google), Phil Markham (Southern Company), Damian Pitt (Virginia Commonwealth University), KC Bleile (Viridiant, MODERATOR)

Opportunities & Insights for Energy Performance Contracting

This panel will discuss the ways energy performance contracting can address post-COVID needs, potential legislative solutions for ongoing challenges, and a look at what comes next.

Speakers: Marc Lipschultz (VA Dept. of Transportation), Nam Nguyen (Virginia Energy), Barry Wilhelm (Schneider Electric), Christina Sherriff (ABM Building Services, MODERATOR)

NOVEMBER 15TH, 2:40-3:55 PM (CONCURRENT SESSIONS)

Advancing the Energy Efficiency Workforce

As the energy efficiency industry grows year by year, there is a demonstrated need for a trained workforce to fill those jobs. This panel will discuss the opportunities and challenges in meeting those needs, and highlight the federal, state, and local programs working to fill the gaps.

Speakers: Al Christopher (Virginia Energy), Matt Kellam (Dominion Energy/VA Energy Workforce Consortium), Kim Strahm (Community Housing Partners), Carrie Webster (Henrico, MODERATOR)

Click on a speaker's name to read their professional bio.

Sessions

NOVEMBER 15TH, 2:40-3:55 PM (CONCURRENT SESSIONS)

Improving Building Performance Across Sectors

According to the Department of Energy, over 70% of carbon emissions come from commercial and residential buildings across the US. This panel discusses how energy efficiency can not only address existing building stock, but move the industry into the future.

Sponsored by VEIC.

Speakers: David Nemetzow (US Dept. of Energy), Christian Placencia (DC Sustainable Energy Utility), Jennifer Rosenthal (TRC Companies), Elizabeth Beardsley (US Green Building Council, MODERATOR)

NOVEMBER 16TH, 1:45-3:15 PM (PLENARY SESSION)

Supporting Diversity, Equity, & Inclusion in the Energy Efficiency Sector

Energy efficiency growth is a tale told in numbers - dollars saved, households served, jobs provided. However, when it comes to business and hiring needs, the numbers don't tell the whole story. Hear from panelists regarding the importance of diversity, equity, and inclusion (DEI) in the energy efficiency industry and how it will help advance our aligned values.

Speakers: Willie Fobbs (Dept. of Housing & Community Development), Esi Langston (City of Norfolk, VA), Leigh Anne Ratliff (Trane Technologies), Harrison Wallace (Climate & Equity Foundation), Chelsea Harnish (VAEEC, Moderator)

Click on a speaker's name to read their professional bio.

2021 Awards

VIRGINIA ENERGY EFFICIENCY LEADERSHIP AWARDS

Over the last five years, the VAEEC has honored dozens of individuals, organizations, and companies for their energy efficiency achievements. This year, over a year and a half into a global pandemic, it is all the more important for us to celebrate those deserving of recognition. The awards are a chance to showcase how energy efficiency leaders across the Commonwealth are *helping businesses, governments, homeowners, and schools save money on energy bills while reducing energy consumption - all while stimulating job growth and our economy.*



SELECTION PROCESS

The 2021 awards were made possible by members of our Education & Events Committee, who scored all of the nominations. The Committee is composed of VAEEC members who are energy experts from different sectors working across the Commonwealth.

Each application was scored using the same criteria. The main considerations were the impact/potential impact of the nominee's efforts on *reducing overall energy use* within their sector, and their *ability to go "above and beyond"* in the name of efficiency.

Thank you, Education & Events Committee members!

Dave Gelman, *VEIC*

Michael Hubbard, *Dominion Energy*

Mark Jackson, *Community Housing Partners*

Sarah Nerett, *Sigora Solar*

Leigh Anne Ratliff, *Trane*

Carrie Webster, *Henrico County*

Congratulations to all of the 2021 VEEL Awards winners. Learn about winning projects from previous years in our video series, *Building the Future*.

2021 Award Winners

ACADEMIC CATEGORY

Virginia Commonwealth University Energy Performance Contract

Presented to Schneider Electric, Virginia Commonwealth University, & Virginia Energy

The Virginia Commonwealth University (VCU) Energy Performance Contract (EPC) project demonstrated that energy savings and enhanced building operations can work hand in hand. The EPC project served as a source of low-cost funding that allowed VCU to tackle several ongoing maintenance issues. Schneider Electric implemented the project using Virginia Energy's (formerly known as the Virginia Department of Mines, Minerals & Energy) Energy Savings Performance Contracting program.

The modifications and upgrades were completed while the buildings were occupied and in use. This was a large and complicated project that touched 17 buildings on both VCU campuses. The energy conservation measures included LED lighting, duct repair, building envelope improvements, energy recovery coils, exhaust fan upgrades, new controls for chemical fume hoods, a cooling tower upgrade, boiler replacements and building controls upgrades.

This project reduced VCU's carbon footprint by 59,093 metric tons of carbon dioxide and its deferred maintenance by more than \$12M. Energy usage was reduced by 4,400,000 kWh and cost savings totaled \$1,090,023.



VCU used the EPC program to finance energy conservation measures in 17 buildings.

2021 Award Winners

COMMERCIAL CATEGORY

Virginia's First C-PACE Project: Rocklands BBQ in Arlington County

Presented to Rocklands Barbeque & Grilling Company, Arlington County C-PACE Program, Arlington Community Federal Credit Union, Ipsun Solar, and Sustainable Real Estate Solutions

On July 7, 2021, Arlington C-PACE announced that Rocklands Barbeque and Grilling Company will leverage Commercial Property Assessed Clean Energy (C-PACE) financing to pay for roof upgrades and to install two solar photovoltaic systems, totaling 44kW, on two adjacent properties located in Arlington County. These are the first two C-PACE projects in the Commonwealth of Virginia.

The project will generate almost 59,000 kWh of electricity per year. While it cost approximately \$142,000 to complete, the project's energy savings are estimated to be \$281,000+ over the effective useful life of the equipment. This project provides a massive opportunity to replicate solar and C-PACE across the Commonwealth.



Rocklands BBQ in Arlington County is using C-PACE financing to install two solar PV systems totaling 44 kw.

2021 Award Winners

GOVERNMENT CATEGORY

The City of Virginia Beach's Energy Conservation PSA Videos

Presented to the City of Virginia Beach

The City of Virginia Beach's Energy Office and Communication Department partnered together to improve the energy conservation messages for City employees. They evaluated current, nationally produced conservation PSAs and found most were formulaic or ineffective. After the City's recent tragedy, they needed light-hearted reminders to save energy. Together, the team developed a new PSA campaign that used humor to engage members and drive home the call to action. With the help of 35 City employees volunteering their time as extras, three PSAs have been created to date. "Plug-Load," debuted at the October 2019 City Leadership Meeting and was a hit. "Space Heaters," was released in 2020. "Driving to Meetings," will debut after COVID-19 moves energy usage back closer to the norm.

With more than 1,800 views on YouTube, the City's Energy Office has increased awareness and interest in energy conservation. Using partnerships and new approaches can do great things for energy conservation.



Virginia Beach created three energy conservation PSA videos to encourage City employees to reduce their energy use.

CHAMPION



Community Housing Partners' (CHP) Energy Solutions division promotes healthy, safe, more energy-efficient built environments through energy audits, inspections, energy performance upgrades, and building science education across the Southeast and Mid-Atlantic. CHP Weatherization helps low-income individuals and families reduce energy burdens by improving the energy efficiency and health of their homes using the federal

Weatherization Assistance Program and other funding sources. CHP also partners with electric and gas utilities across the state to administer energy efficiency programs that reduce energy burdens and increase comfort, health, and safety for their income-qualifying residential customers. The Research and Training Center extends the knowledge and skills of the Energy Solutions team to weatherization and energy efficiency professionals across the country.



Dominion Energy's energy efficiency programs can help you explore ways to reduce your energy usage at home and work. The Dominion Energy Efficiency Products program has discounted over 5 million LED bulbs, and in 2020 discounted over 19,000

appliances. The Home Energy Assessment program reached over 2,700 participants, and the low income weatherization programs reached over 3,200 homes. Dominion launched a variety of new programs this year to provide customers with more energy-saving opportunities.

LEADER

SIEMENS

Siemens Industry has built a reputation for delivering leading-edge products and services, high levels of customer satisfaction, and an unending spirit of innovation for over 165 years. They are a global

powerhouse in electronics and electrical engineering, industry, energy, healthcare, infrastructure, and building automation. As a service provider, system integrator, and product manufacturer, Siemens offers sustainable building products, technologies, and solutions that help optimize building automation, fire safety and security systems, HVAC, air quality, power distribution and management, and energy efficiency. Their extensive expertise in guaranteed performance-based solutions and their scalable, proven portfolio, allows Siemens to most efficiently and effectively meet the needs of all communities.

Sponsors



TRC Companies is a leading national provider of advanced energy services. They deliver across-the-meter management through energy efficiency, demand response, and distributed energy services. TRC partners with utilities, agencies, and businesses to make energy visions actionable, through solutions that surpass regulatory and operational goals while influencing the next energy frontier. TRC has over 50 years of experience delivering efficient and resilient energy systems, and they annually help their customers achieve over three billion kWh of energy savings.

ADVOCATE



ABM Building Services' team of energy experts implement cost-effective bundled energy solutions. They guide customers every step of the way with effective facility energy solutions, including analyzing, measuring, and maintaining building upgrades to guarantee a comfortable and sustainable work environment. With experience in LEED certification, ENERGY STAR benchmarking, and rebate incentives, ABM can help customers earn credit for energy achievements.



Virginia Energy, formerly known as the Virginia Department of Mines, Minerals and Energy, is the Commonwealth's energy office. The Energy Efficiency Team advances policy and programs to increase energy savings. They are on the forefront of expanding Virginia's clean energy inventory and providing all Virginians access to clean energy programs.

SUPPORTER



FRIEND



Speakers



Elizabeth Beardsley, Senior Policy Counsel, [US Green Building Council](#):

Liz is Senior Policy Counsel at the U.S. Green Building Council. Her portfolio includes federal, state, and local green building law and policy issues. Recently her work has focused on connecting building policy to climate mitigation and she represents USGBC at the UNFCCC climate change conferences (COP). She came to USGBC from the U.S. Government Accountability Office, where she was a Senior Attorney involved in evaluating government environment and energy programs.



KC Bleile, Executive Director, [Viridiant](#):

Since 2006, KC has led Viridiant, first serving as Director of Operations and then as Executive Director. She joined Viridiant as its first employee and helped pioneer Virginia's first state-side green building program. Under her leadership, the organization has helped certify nearly 3,000 homes, 270 low income multifamily projects representing over 19,000 dwelling units, and continues to grow and promote sustainable growth and resource conservation.



Keven Brough, Lead Product Strategist, [Google](#):

Keven has been working to enhance access to clean energy and reduce the risks of climate change since 2006. He's been a founding member of several climate and clean energy policy NGOs and has worked in a variety of roles in the social, public, and private sectors. Keven has been a member of the Google Nest team for two years, where he serves as lead product strategist for the recently announced Nest Renew service.



Al Christopher, Director, Renewable Energy & Energy Efficiency, [Virginia Department of Energy](#) (formerly VA Dept. of Mines, Minerals & Energy):

Al Christopher has been the director of Renewable Energy and Energy Efficiency Programs at Virginia Energy since 2009. Prior to that he was executive director of Virginia Clean Cities, a non-profit sustainable transportation coalition supported and funded by stakeholder members and the federal and state Departments of Energy. He was a fuel distributor from 1989 until 2007 and a newspaper editor and reporter for 14 years prior to 1989, working in Hampton VA; Tampa FL; and Washington DC.



Willie Fobbs III, Associate Director of Housing, [VA Dept. of Housing & Community Development](#):

Willie is responsible for collaborating with both public and private partners to establish and implement statewide housing policy and program design focused on creating and preserving affordable housing in Virginia. With over 25 years of comprehensive experience in public administration and government operations, he is also responsible for management of agency resources for affordable housing, as well as programs focused on energy efficiency retrofits on low-income housing.

Speakers



Chelsea Harnish, Executive Director, [Virginia Energy Efficiency Council](#):

Since 2015, Chelsea oversees all VAEEC operations and strategic initiatives, including programs, policy, communications, membership, and events. With over a decade of Virginia energy policy experience, Chelsea regularly engages with decision-makers, partners, and members to advance energy efficiency policies and programs that will help grow the industry throughout Virginia.



Matthew Kellam, Military & Recruitment Program Coordinator, [Dominion Energy](#):

With over 20 years of staffing and workforce development experience, Matt has lead teams specializing in technical staffing, military and veteran recruitment, college and university relations, student employment and scholarship programs, building partnerships with community and civic organizations, and more. In collaboration with education, industry, and government partners, Matt and his team are responsible for establishing military and veteran, education and training, and career pathways leading into the energy industry.



Esi Langston, Environmental Sustainability Manager, [City of Norfolk, VA](#):

Esi has over 10 years of experience in the sustainability space. She started her career as a green building consultant in Washington DC, before moving on to internally implementing corporate sustainability programs in industries like food and beverage, hospitality, transportation and live music events. Before starting her role at the City in 2020, Esi led the sustainability program at a Fortune 250 company, where she focused on employee engagement and increasing operational transparency through climate risk disclosures. She also served as the Chair of the Sustainability Task Force for the national industry trade group.



Marc Lipschultz, Deputy Program Manager, [VA Dept. of Transportation](#):

Marc has 22 years' experience as a traffic engineer, and since 2013 has been a Deputy Program Manager in the Virginia Department of Transportation's (VDOT's) Traffic Engineering Division. He is responsible for policy initiatives, construction standards/specifications, and special projects related to lighting, signs, markings, and traffic structures, including the development and implementation of VDOT's LED Lighting Energy Performance Contract. Marc has a Bachelors from the University of Delaware and a Masters from Villanova University and is a registered Professional Engineer.

Speakers



Phil Markham, Smart Buildings Research & Development Supervisor, [Southern Company](#):

Phil and his team test and pilot end-use technologies that can provide efficient decarbonization via electrification or low-carbon fuels, increased customer satisfaction, and overall electric power system benefits. He joined Southern Company in 2011 after working in the electric power industry in Australia. Since joining Southern, Phil held roles of increasing responsibility

in transmission planning, system planning, and solar power plant asset management before joining Research & Development in March 2018.



David Nemptow, Director, Building Technologies Office, [U.S. Dept. of Energy](#):

As Director of BTO, David leads this \$290 million per year office that develops innovative, cost-effective energy efficiency, demand flexibility and CO2-mitigating R&D, market-facing projects, deployment, regulations and other solutions for building technologies, equipment, systems, whole buildings and communities. Previously, he was Director-General of the New South Wales,

Australia Department of Energy, Utilities, and Sustainability; President of the Alliance to Save Energy, and Chief Policy Officer of Ice Energy, Inc. He has a master's from Harvard University in public policy and a bachelor's from Brown University in environmental policy.



Nam Nguyen, Associate Director, Renewable Energy & Energy Efficiency, [Virginia Department of Energy \(formerly VA Dept. of Mines, Minerals & Energy\)](#):

Leading the Virginia Energy Management Program, Nam works to reduce energy consumption and costs for state facilities. He serves as technical lead for the Governor and Executive Branch on energy issues. Nam promotes renewable energy projects for public facilities across the Commonwealth. He

and his team serve state agencies and localities to help reach energy efficiency goals through the Energy Savings Performance Contracting program. They also ensure the grid is secure during peak times by working with state facilities that can go "off the grid" when demand for electricity is high. Nam joined Virginia Energy with 20 years experience in the electric utility industry.



Damian Pitt, Assistant Professor, [Virginia Commonwealth University](#):

Dr. Damian Pitt is an Associate Professor of Urban and Regional Studies and Planning, in the School of Government and Public Affairs at VCU. His research focuses on the role of state and local governments in facilitating a transition to clean and renewable energy sources. He has written numerous academic articles and professional reports, including studies for the Virginia Department

of Energy, the City of Richmond's Office of Sustainability, and CHESSA. His most recent publications have addressed the value of distributed solar energy to the electric grid, and opportunities to maximize that value through local planning and state energy policy.

Speakers



Christian Placencia, Program Manager, [DC Sustainable Energy Utility](#):

Christian Placencia has almost 10 years of experience in the energy efficiency sector where he creates and implements programs that serve commercial buildings and income-qualified communities. Currently he is the Manager of the Program Management Office at the DC Sustainable Energy Utility, where he supports strategies and programs that help DC residents reduce their energy burden. Prior to working at the DCSEU, he received a Masters in Natural Resource Management and Sustainable Development at American University and a B.S. in Environmental Science from the University of California, Berkeley.



Leigh Anne Ratliff, Solutions Account Manager, [Trane Technologies](#):

Recently Leigh Anne started a new position with Trane Technologies in their complex solutions group. This new role allows her to use her engineering, finance and energy background to define and finance critical energy solutions for public clients in Virginia. Prior to working at Trane Leigh Anne administered the DMME's Demand Response contract bringing millions of dollars to state participants. She holds a B.S. Engineering degree from the University of Illinois at Urbana-Champaign, a M.S. Financial Markets and Trading from the Illinois Institute of Technology and a M.E.R.L. Energy Regulation and Environmental Law from the Vermont Law School.



Jennifer Rosenthal, Business Development Manager, [TRC Companies, Inc.](#):

Jennifer is a passionate Business Development Manager in TRC's Advanced Energy practice, with over 12 years of experience leading teams, projects and programs for utility energy programs across the country. She has supported utility clients in the successful design, implementation and strategic direction of beneficial electrification programs, including non-road electric vehicles, and continues to support clients in their efforts to develop and implement on-road transportation electrification offerings.



Christina Sherriff, Infrastructure Funding Specialist, [ABM Building Services, Inc.](#):

Chrissy has two years experience working with ABM Building Services and 15 years total experience in bringing energy and cost efficiency solutions to her clients. Her areas of focus include understanding the needs of the clients and quarterbacking a team to build the appropriate technical and financial solution. Chrissy manages and maintains relationships with customers and contractors to ensure mutually beneficial interactions that lead to progress in renovating K-12 school systems, higher education facilities and local government facilities.

Speakers



Kimberly Strahm, Vice President of Corporate Development & Administration, [Community Housing Partners](#):

In her role, Kim works to build and enhance Community Housing Partners' (CHP) impact through management and oversight of corporate communications, resource and partner development, impact data analysis, and program evaluation initiatives. She oversees corporate administrative operations. Kim provides direction and leadership for CHP's internal and external strategic initiatives including a focus on collaborative community development work that prioritizes the social determinants of health. As the co-chair of CHP's Equity & Inclusion Team, Kim is leading the development and implementation of an organizational framework to advance equity and inclusion throughout all of CHP's services.



Harrison Wallace, Program Officer, [The Climate & Clean Energy Equity Fund](#):

Harrison was formerly the Virginia Director for the Chesapeake Climate Action Network (CCAN) where he led both lobbying and grassroots organizing campaigns focused on climate action in the southern coal state. He previously served as the co-chair for the Virginia contingent of the 2017 People's climate march and on the steering committee of the Virginia Environmental Justice Collaborative. He currently serves on the boards of the Virginia Civic Engagement Table, the Virginia Public Access Project and the Community Climate Collaborative. Harrison is also a graduate and advisory board member of the Virginia Progressive Leadership Project.



Carrie Webster, Energy Manager, [Henrico County](#):

Carrie Webster is the Energy Manager of Henrico County, Virginia. The Energy Manager works to reduce energy use and cost within the general government, schools, and public utilities. Key activities include energy benchmarking, promoting conservation and efficiency, and implementing renewable energy. Carrie graduated from the University of Virginia with a degree in Environmental Science. Carrie works with numerous energy and sustainability organizations such as VEPGA, USGBC, VAEEC, and VESPN.



Barry Wilhelm, Senior Program Manager, [Schneider Electric](#):

Barry has 17 years' experience working with Schneider Electric to deliver Energy, Sustainability, and Resiliency Solutions to his clients. As a Senior Program Manager, he leads the regional team in business development strategy, project development delivery, contract and financial negotiations. Barry represents Schneider Electric as a member to key trade organizations. He enjoys working with a team to create success for both clients and Schneider Electric, and he has a results-oriented focus with a proven track record, enabling clients to make over \$150M of energy and infrastructure improvements.

VAEEC Staff & Board

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GOVERNMENT

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City of Richmond
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Municipal Electric Association of Virginia
Northern Virginia Regional Commission
Prince William County
Town of Blacksburg
VA Dept. of Housing & Community Development
Virginia Energy
VA Energy Purchasing Governmental Association
Virginia Resource Authority

ACADEMIC

Prince William County Public Schools
Roanoke City Public Schools

ASSOCIATE

Association of Energy Conservation Professionals
AnnDyl Policy Group
Association of Energy Engineers
Birch Studios
Dominion Energy Innovation Center
Local Energy Alliance Program
Mid-Atlantic Aerobarrier
Sierra Club (VA Chapter)
Think Little
U.S. Green Building Council
VEIC
VA Geothermal Heatpump Association
VA PACE Authority
Viridiant
Weatherizers Without Borders

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Alliance to Save Energy
SE Energy Efficiency Alliance
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Eric Lacy
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Jason Mitchell
Bill Nusbaum
Saifur Rahman
Chris Rawlings

Upcoming Dates

JANUARY 12, 2022

General Assembly
Session Begins

MAY 2022

VAEEC Member
Meeting




VAEEC