



MAY
23

SPRING 2023 FORUM

VIRGINIA ENERGY
EFFICIENCY
COUNCIL



Agenda



10:00 AM - 12:00 PM

FAIRFIELD LIBRARY TOUR

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12:00 - 1:00 PM

REGISTRATION & NETWORKING

1:00 - 1:10 PM

WELCOME & OPENING REMARKS

1:10 - 1:30 PM

KEYNOTE ADDRESS

THERESA BACKHUS

Building Innovation Hub, Institute for Market Transformation

1:30 - 2:05 PM

BUSINESS MEETING & MEMBER UPDATES

2:05 - 2:35 PM

NETWORKING BREAK

2:35 - 3:50 PM

PLENARY SESSION

MEETING THE MOMENT FOR BUILDING DEMAND

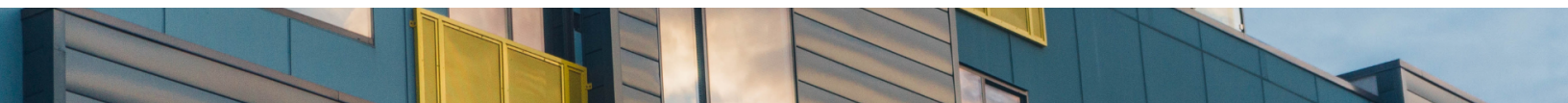
3:50 - 4:00 PM

CLOSING REMARKS



SIEMENS

Leader and Partner Event Sponsors



Board Member Re-Election



Bryna Dunn, [Moseley Architects](#), *1st Term*

Bryna is a Vice President, serving as the Director of Sustainability Planning, for Moseley Architects. She works with project teams from the early planning through building construction to ensure that the most energy efficient and environmentally responsible solutions are considered and implemented where feasible. She has over 100 LEED certified projects in her portfolio.

She is a member of the American Institute of Certified Planners, an Associate Member of the American Institute of Architects, and is a LEED Fellow. She served for 8 years as the Chair for the US Green Building Council's Sustainable Sites Technical Advisory Group and 6 years on the LEED Steering Committee, including serving as both vice chair and chair.

Bryna is seeking re-election for her first full term to the VAEEC Board of Directors. She was initially appointed to the Board in 2021, fulfilling the term of a former Board member.



Leigh Anne Ratliff, [Trane Technologies](#), *2nd Term*

Leigh Anne is delighted to be participating with VAEEC, a great organization doing vital work in the Commonwealth. She is part of the Trane Technologies complex solutions group, which 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.

*Thank you to these volunteer Board members for
their desire to continue leading the VAEEC.*

RECOGNITION OF SERVICE

The VAEEC Board and Staff would like to recognize outgoing Board members **Maggie Kelley Riggins**, with the Southeast Energy Efficiency Alliance, and **Joyce Bodoh**, with Rappahannock Electric Cooperative, for their outstanding leadership to the organization.

Board Member Election

SELECTION PROCESS

All current VAEEC members were invited to apply for the open Board of Directors seats. The Board formed a Nominating Committee to review all of the applicants and evaluate their talents and skill sets based on our current Board representation. The committee then provided their recommendations to the full Board, which the Board voted to endorse.

The VAEEC Board has endorsed the following candidates to fill vacant positions on the Board.



McKenna Dunbar, [Sierra Club Virginia Chapter](#), *1st Term*

McKenna is a steadfast advocate for equitable clean energy transitions in frontline and rural communities, with a focus on the intricate intersections of environmental justice, green workforce development, and net-zero building policy initiatives. As the Building Electrification Staffer at Sierra Club Virginia Chapter, they lead a team dedicated to advancing building electrification and reducing fossil fuel dependence.

McKenna's accomplishments include being a 2023 Aspen Institute Future Leader, 2022 Truman Scholarship Finalist, 2022 ACEEE's Linda Latham Scholar, 2022 BECC Fellow, 2022 Greenbuild Host Committee Scholar, 2022 LinkedIn Top Voice in Social Impact, 2022 EPA Environmental Justice Video Challenge Winner, and 2021 Udall Scholar, among numerous other prestigious accolades. In addition to promoting energy efficiency endeavors and technologies, they are a proponent of climate mental health awareness, emphasizing the psychological impacts of climate change on vulnerable communities.



Lesley Fore, [Alliance to Save Energy](#), *1st Term*

Lesley is the Director of Stakeholder Relations for the Alliance to Save Energy, a bipartisan, nonprofit coalition of business, government, environmental, and consumer leaders advocating to advance federal energy efficiency policy, founded in 1977. In her role she oversees all aspects of member engagement with the Alliance Associate Members, the Commission of National Energy Efficiency, and the Active Efficiency Collaborative.

Lesley joined the Alliance with over a decade of experience in energy efficiency for buildings. Her career includes the development and implementation of Demand-Side Management energy efficiency programs for income-qualified Virginians as Assistant Director at Community Housing Partners. She spent nine years with the Local Energy Alliance Program, where she served as Executive Director. Lesley has also served on the Dominion Energy Virginia EnergyShare Customer Advisory Board, the Charlottesville Affordable Housing Committee, and the Virginia Multifamily Energy Efficiency Coalition. She also previously served on the Virginia Energy Efficiency Council Board in a different capacity.

KEYNOTE SPEAKER

Theresa Backhus

Director of the Building Innovation Hub, Institute for Market Transformation



Theresa brings her experience improving the performance of buildings and landscapes to her role as Director of the Building Innovation Hub, ensuring its mission and strategic vision are executed. Prior to joining IMT, she was a green building consultant, supporting the DMV building industry in navigating policy, code, and certifications. At the U.S. Green Building Council, she was integral to the development of the LEED v4 rating system program. Her past work also includes planning, design, and construction observation in both the public and private sectors. Theresa holds a BLA from Virginia Tech, and an MEM from the Duke Environmental Leadership Program. She is a Registered Landscape Architect and LEED AP.

PLENARY SESSION

Meeting the Moment for Building Demand

The federal climate initiatives passed by the Biden administration will change the energy landscape for decades to come. But once the legislation has passed, that's when the real work begins. Hear from experts from across the field as they address the pressing question - now what?



Bettina Bergoo, Energy Efficiency & Financing Programs Manager at [Virginia Department of Energy](#): Bettina serves as a subject matter expert on programs, policies, and practices related to energy efficiency and clean energy financing at the Virginia Department of Energy. Before joining Virginia Energy, Bettina worked in the Natural Resources Defense Council's Green Finance Center, where she advocated for solutions to increase private investment in green

infrastructure and to make affordable multifamily housing healthier and more energy-efficient. Bettina started her career as a building energy program specialist in the U.S. Department of Defense, after which she worked overseas conducting policy analysis of the off-grid energy sector and incubating clean energy social enterprises.

Speakers



Joyce Bodoh, Director of Energy Solutions and Clean Energy, [Rappahannock Electric Cooperative](#):

In her role, Joyce oversees the co-op's electric transportation programs, sustainability initiatives, and end-use energy services for members. She has over ten-years of experience at REC and has had a variety of responsibilities in government and regulatory affairs, demand response, advanced metering and customer service. Joyce holds a master's in business administration from the College of William and Mary, and bachelor's degrees in history and leadership and management from the University of Mary Washington.



Andrew Grigsby, Energy Services Director, [Viridiant](#):

Andrew leads Viridiant's Community Energy Services Department, providing energy efficiency and renewable energy services and consulting directly to consumers and helping advance options for all Virginians to benefit from today's clean energy technologies. He has more than 30 years' experience as a practitioner, educator, and leader in the clean energy, green building, and community planning industries. Andrew holds the Building Performance Institute Building Analyst certification and Virginia's Residential Building Energy Analyst license. Andrew was a founding board member of the VAEEC.



Marco Rubin, Senior Investment Director, [Virginia Innovation Partnership Corporation \(VIPC\)](#):

Marco is responsible for sourcing, diligence, and closing seed and early-stage investments on behalf of VIPC. He serves as a board representative to portfolio companies and divides his responsibilities between managing the GAP Tech Fund and the Commonwealth Energy Fund. Marco founded and serves as Advisory Board Chairman for Exoventure Associates, LLC, which is engaged in emerging market activity. He mentors entrepreneurs and serves as an expert judge in global business plan competitions sponsored in part by the World Bank and/or State Department. He has invested in over 150 early-stage technology companies throughout his career and has held leadership roles with funds recognized by Entrepreneur Magazine's Annual VC100 list since 2002.



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

In her role, Kim is responsible for supporting the Board, Executive Management, and other members of CHP's leadership team in the development and oversight of the Strategic Plan. She provides direction and leadership for many of CHP's cross-departmental strategic initiatives and seeks and coordinates collaborative partnerships that further CHP's goals. Kim also provides oversight of CHP's communications, resource and partner development, business intelligence and impact data analysis, and sustainability initiatives. Kim began her employment at CHP in early 2010 as project manager for a nearly \$4 million U.S. Department of Labor Energy Training grant.

Sponsors



LEADER



Community Housing Partners' Energy Solutions

division promotes healthier, safer, and more energy-efficient built environments by providing 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. They also partner with electric and gas utilities across the state to administer 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 has energy efficiency programs that 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.



Washington Gas offers a variety of energy saving programs and solutions designed to help both residential and commercial customers reduce their energy usage and save money. Their energy efficiency microsite, wgsmartsavings.com, provides resources for customers to learn more about each program offering

and how to participate. In addition to energy efficiency programs, Washington Gas supports its customers in need of assistance through bill assistance, budget billing, and other initiatives.

Sponsors



PARTNER

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. As a service provider, system integrator, and product manufacturer, Siemens offers sustainable building products, technologies, and solutions. Siemens Smart Infrastructure addresses the pressing challenges of urbanization and climate change by connecting energy systems, buildings, and industries by providing customers with a comprehensive end-to-end portfolio – with products, systems, solutions, and services from the point of power generation all the way through to consumption. With an increasingly digitalized technology ecosystem, Siemens helps customers thrive and communities progress while contributing toward protecting the planet.

ADVOCATE



Schneider Electric is the global specialist in energy management and automation. Serving customers in over 100 countries, they help businesses and homeowners become more efficient, reduce costs, and meet sustainability

goals with their comprehensive portfolio of integrated solutions. From the simplest of switches to complete operational systems, their technology, software, and services improve the way their customers manage and automate their operations. Their connected technologies reshape industries, transform cities, and enrich lives. They call it "Life Is On".



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.

SUPPORTER



TOURING THE FAIRFIELD AREA LIBRARY Henrico County, Virginia

Prior to the start of today's event, attendees took a tour of the award-winning, **LEED Gold-certified [Fairfield Area Library](#)**. Opened in late 2019, the library is Henrico County's 18th government or school building to earn LEED certification for **sustainable design and construction and reduced environmental impact**. Encompassing 45,000 SF, it features LED interior and exterior lighting, third-party verification of its mechanical and electrical systems, and long-term energy performance verification. Building materials include sustainably harvested wood, rapidly renewable cork, and low-emitting materials.

The tour was led by the project's architect firm, [Quinn Evans](#), and [Henrico County](#)'s Energy Manager and VAEEC Board member, Carrie Webster.

Learn more about this building and Henrico County's other LEED certified buildings on the County's interactive [LEED Green Building Project Map](#). Learn more about the LEED rating system on the [U.S. Green Building Council's website](#).



Photos courtesy of U.S. Green Building Council

The Latest VAEEC News



2023-2025 STRATEGIC PLAN

Virginia has experienced **transformative growth in energy efficiency policy and adoption** in the three years since our last strategic plan. During that time, VAEEC has truly stepped into our role as the **voice of the energy efficiency industry** in the Commonwealth. As we continue to grow and learn, we are excited to **share our new [2023-2025 Strategic Plan](#)**.



The objectives are a culmination of months of work, gathering feedback from our membership, committees, and Board of Directors, enabling us to center our members' top priorities as we developed our roadmap for the next three years.

ENERGIZING EFFICIENCY CAMPAIGN

To showcase the incredible work being done across the Commonwealth and to inspire even more, the VAEEC is launching our [Energizing Efficiency Campaign](#). The campaign will **highlight programs and projects** big and small, from all sectors and regions, **to proudly demonstrate how energy efficiency helps Virginians save energy and money**.



Every submission will receive the following recognition:

- Spotlight on the VAEEC website featuring photos and submission summary
- Featured post on VAEEC social media platforms
- Publicity in VAEEC's monthly e-newsletters (~1,400 subscribers)
- Acknowledgment at the fall Energy Efficiency Forum
- Automatically nominated for the Virginia Energy Efficiency Leadership Awards
- Your project/program summary turned into a case study

NEW RESOURCES FOR MEMBERS

RGGI WEB PAGE &
RESOURCES

FEDERAL FUNDING
WEB PAGE

EECBG TOOLKIT FOR
LOCALITIES

Connect With Us



UPCOMING EVENTS

May 23 - Aug 4, 2023

ENERGIZING EFFICIENCY CAMPAIGN

Submission period open

June 22, 2023

SUMMER WORKSHOP

Talking Energy Efficiency to Any Audience

August 2023

VAEEC WEBINAR

Workforce Development

October 4-5, 2023

VAEEC ENERGY EFFICIENCY FORUM

& Awards Ceremony

October 16-17, 2023

VIRGINIA CLEAN ENERGY SUMMIT

Greater Richmond Convention Center

GET IN TOUCH WITH US

Email

info@vaeec.org

Social media

Facebook, Twitter, & LinkedIn

Website

vaeec.org

JOIN AN ADVISORY COMMITTEE

EDUCATION &
EVENTS

MEMBERSHIP

POLICY &
PROGRAMS

TECHNOLOGY

Who We Are



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JESSICA GREENE, Outreach Director



REBECCA HUI, Member Services Manager

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Members



BUSINESS PLATINUM

Community Housing Partners
 Dominion Energy
 Nest
 Pearl Certification
 project:HOMES
 Washington Gas

BUSINESS GOLD

The Cadmus Group
 CLEAResult
 Dominion Due Diligence Group
 Earth Right Mid-Atlantic
 Franklin Energy
 Honeywell
 ICF
 Michaels Energy
 PEG
 Quick AC Quote
 Schneider Electric
 Siemens
 TRC Companies

BUSINESS SILVER

ABM Building Services, Inc.
 Appalachian Power Company
 Clark Nexsen
 CMTA
 Columbia Gas of Virginia
 CPower Energy Management
 Damuth Trane
 Ecovative
 EHCommercial
 EnergyCap
 The Fifth Fuel
 Itron
 Moseley Architects

BUSINESS SILVER (continued)

Northern Virginia Electric Co-op
 Old Dominion Electric Co-op
 Rappahannock Electric Co-op
 Sustainable Design Consulting
 Trane
 VIA Design

GOVERNMENT

Arlington County
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 City of Fairfax
 City of Newport News
 City of Norfolk
 City of Richmond
 City of Virginia Beach
 Fairfax County
 Henrico County
 James City County
 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

ACADEMIC

George Mason University
 Prince William County Public Schools
 Roanoke City Public Schools
 University of Richmond

ASSOCIATE

Association of Energy Conservation Professionals
 AnnDyl Policy Group
 Birch Studios
 Dominion Energy Innovation Center
 Local Energy Alliance Program
 Sierra Club (VA Chapter)
 Tran Energy Services
 U.S. Green Building Council
 VEIC
 VA PACE Authority
 Viridiant
 Weatherizers Without Borders

PARTNER

Alliance to Save Energy
 American Council for an Energy Efficient Economy
 National Association of Energy Service Companies
 SE Energy Efficiency Alliance
 Virginia Chamber
 VA Renewable Energy Alliance

