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Sent: Thursday, March 17, 2016 10:49 AM
To: Ettenson, Lara; facilitator@caeec.org
Cc: cochair@caeec.org; Meghan Dewey (MKDC@pge.com); Karen Kho; David Myers
Subject: following up on my question from last week's CEEIC webinar

Laura, Ted, & Co.,

You'll recall that I asked last week how stakeholders could proactively influence business plan development, rather than waiting until they are mostly baked and then critiquing. The particular concept I'd like to get in front of the PAs for their residential business plans is the idea of real estate engagement. There has been substantial investment in this area over the last 5 years, particularly through the RENs and it's highlighted in the Energy Commission's *Existing Buildings Energy Efficiency Action Plan* (strategy 4.1), yet the market assessments I'm seeing suggest it's not on the IOUs' radar.

I'd like to get your advice on how best to get two documents in front of relevant decision-makers. The first is a white paper prepared last August by the Green Real Estate Working Group under the leadership of Stopwaste. It's titled "Greening California's Real Estate Sector: Recognizing the Value of Green and Energy Efficiency Improvements in Single-Family-Homes."

The second document is a presentation I delivered at the Affordable Comfort conference in Sacramento last October: "Green Real Estate Investment Plan: A plan to capture the market value of green homes and spur investment". The presentation closely parallels the white paper, with perhaps more emphasis on the long-term market transformational goal of capturing the added market value of energy efficiency improvements as a way of creating a new non-energy benefit to spur public and private investment in residential energy efficiency.

I would welcome any advice you might offer about how to most effectively get this topic on the table for discussion.

PS, it might also be helpful to know that Build It Green is currently working on research and planning for a more detailed version of the investment plan that would hopefully be of value for PA implementation plans. Funding has also been identified and planning is underway to build a working prototype of some of the IT infrastructure called for in the plan.

Best,

Bruce Mast

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