



47 Discovery, Suite 250
Irvine, CA 92618

Tel: 949-701-4646
Fax: 949-701-4644

www.energycoalition.org

July 27, 2018

Jonathan Raab
Facilitator, California Energy Efficiency Coordinating Committee
118 South Street, Suite 3A Boston, MA 02111
raab@raabassociates.org

Subject: CAEECC Membership Application

Dear Dr. Raab,

Thank you for the opportunity to submit an CAEECC membership application for consideration by you and the CAEECC. The Energy Coalition (TEC), through the identified members below, is ideally suited to actively participate and contribute to the CAEECC given our extensive dedication and contributions to the energy efficiency space in California.

Name of Proposed Member organization: The Energy Coalition
Lead Member: Laurel Rothschild, Director of Energy Programs
Proxy: Marc Costa, Policy & Regulatory Manager

Interest and Qualifications of The Energy Coalition

TEC is a California-based 501(c)3 nonprofit with 45 years of experience designing and implementing strategies that transform energy use, generate capital, and inspire people to take sustainable energy action. TEC has a staff of over 50 with offices located in downtown Los Angeles, Irvine, Oakland and San Diego. TEC's skilled team has provided energy efficiency education and project design support to public agencies across California.

TEC has a wealth of experience building trust, finding common purpose, and establishing and improving communication between complex groups of stakeholders. TEC's robust history designing and implementing energy efficiency retrofit, education and outreach programs, leading innovation, delivering results, convening and participating in working forums with over 100 public agencies, all four California Investor Owned Utilities (IOUs), numerous industry professionals and organizations, and statewide education institutions has distinctly positioned TEC as a respected leader in the energy sector. As the implementer of the first local government partnership in the state between the City of Irvine and SCE to the third party provider of the first REN through the public sector portfolio of the Southern California Regional Energy Network (SoCalREN), TEC has shown leadership in the development of the public sector portfolio within the State of California.



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In addition, I have previously been an active participant in CAEECC as the co-chair of the Public Sector sub-committee.

Interest and Qualifications of Proposed Members

Proposed Primary Member, Laurel Rothschild, Director of Energy Programs

Laurel oversees all energy, education and training programs at The Energy Coalition (TEC). This portfolio of programs includes two SCE/SoCalGas Local Government Partnership Programs, the SoCalREN Public Agency Program available to over 700 public agencies in SCE/SoCalGas territory, a CEC funded Statewide AB802 Benchmarking Outreach effort, a statewide WE&T K-12 education program among others. She has over 12 years of experience working directly with public agencies and communities to promote energy efficiency action. She has a keen understanding of the various stakeholders across the state related to public agency energy programs with a strong focus on the Los Angeles, Orange County and Inland Empire regions.

Through her work in delivering ratepayer funded programs, Laurel has supported and led the implementation of both resource and non-resource programs and has a strong familiarity with California's energy efficiency policies, including cost-effectiveness. Also, she has found through her work and coordination with diverse communities, implementers, IOUs and RENs, open communication with stakeholders is key to assure the best delivery and use of ratepayer funded programs.

Laurel's resume is attached.

Proposed Proxy Member, Marc Costa, LEED AP BD+C, BOC II, CGBP, Policy & Regulatory Manager

Marc has ten years of experience in the building industry focusing on areas ranging from economic and workforce development to higher education engagement and community scale energy analysis and master planning. He focuses on strategic development efforts including retrofit management, building permitting, policy, and software tools to streamline decentralized energy project development. He holds a B.S. in Management Science from UCSD and a B.S. in Construction Engineering from CSULB. He is also a LEED AP, CGBP and BOC Level II.

Marc has participated in R.13-11-005 since 2013 and actively wrote and served motions, comments, and advice letters on behalf of program advisors. Many topics focused on cost effectiveness and its impacts on Statewide policies. These spanned the DER, IRP and DR proceedings, all with an aim of putting demand side and supply side resources on equal footing. A narrow approach to cost effectiveness, whether on the Cost Effectiveness Tool, PAC, TRC or GHG adders will not drive our state



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towards a decarbonized future per AB 32 and SB 350 goals. Marc's participation in an array of forums has shaped future looking and collaborative solutions to the Rolling Portfolio. He has led the LGSEC "To Code Committee," and has participated on the CalTF eTRM review, is a member of CEDMC. He also published papers on "National Frameworks for Audit and Benchmarking Policies" and recently served as an evaluator to the DOE Solar Energy Technology (SETO) Office and Building Technology Office (BTO) 2018 National Lab Calls. As R.13-11-005 sunsets in the next 16 months and a new EE proceeding opens, Marc intends to bring a long history of California specific experience with a national perspective of solutions to the CAEECC process.

Marc's resume is attached.

Commitment to CAEECC Meetings

The Energy Coalition is committed to sending our lead or proxy member to participate in-person at CAEECC meetings that are held across the state along with CAEECC Working Groups and Ad Hoc Workshops that align with our work and interests. Both Laurel and Marc support the CAEECC goals, roles and responsibilities along with the established ground rules.

Sincerely,

Craig Perkins
President and Executive Director, The Energy Coalition

Attachments:

Resume - Laurel Rothschild
Resume - Marc Costa

CC:

Allison Hart, Executive Vice-President
Laurel Rothschild, Director
Marc Costa, Policy & Regulatory Manager



LAUREL A. ROTHSCHILD
Director, LEED O+M, CEA

Education

University of California, Santa Barbara, 2003
BA, Business Economics

Professional Certifications

- LEED Accredited Professional in Existing Buildings: Operations + Maintenance, GBCI, 2009
- Certified Energy Auditor, Association of Energy Engineers, 2010
- ENERGY STAR Portfolio Manager Trainer

Professional Experience

The Energy Coalition

Dec. 2016 - Present

Director of Energy Programs

Irvine, CA

- Oversee implementation and management of Southern California Regional Energy Network Public Agency Program (SoCalREN). The program serves over 100 public agencies and is supported by 30 staff and eight (8) subconsultants.
- Led SoCalREN program to deliver over 30 million kWh in annual savings in 2017
- Oversee implementation of eleven contracts, totalling approximately \$10 million annually

Director of Engagement & Education/ Program Manager

Nov. 2010 - Nov. 2016

- Designed and oversee engagement activities for the SoCalREN Public Agency program
- Maintained a 100% realization rate for enrollment
- Organized Advisory Committee activities for the SoCalREN program on behalf of the client
- Established successful coordination of program offerings with the IOUs and other stakeholders for the SoCalREN program
- Managed ongoing coordination and communication among stakeholders
- Oversight of TEC's local government partnerships (LGP) and Education portfolios
- Directed the completion and closeout of the Palm Desert Demonstration Project
- Successfully designed, marketed and co-delivered hands-on ENERGY STAR Portfolio Manager Workshops in partnership with local and federal agencies to create a successful program
- Composed and sent out a monthly benchmarking newsletter
- Assisted municipalities with energy management planning for municipal facilities, including benchmarking and climate action planning
- Initiated Peer to Peer LGP Implementers group that continues to meet quarterly with IOUs to discuss program challenges & solutions

Project Analyst/Manager/Coordinator

Jan. 2007 - Oct. 2010

- Implemented municipal project tracking system that has been praised as a best practice among LGPs
- Managed implementation of PEAK Plus Demand Response pilot and supported program evaluation
- Coordinated program activities, including community outreach events, promotion of in-house Direct Install program to residential and small business customers
- Coordinated Efficiency First! Campaign in successful compilation and distribution of 50,000 efficiency kits across 10 communities

Special Services Assistant

Apr. 2006 - Dec. 2006

- Served Assistant to the Executive Director and supported all programs and staff as office manager
- Assisted accounting functions and development of time and expense reporting for organization

Associations / Community Involvement

- Association of Women Water Energy & Environment - *Former Chair to Regional Leadership Team*
- USGBC - *Orange County Chapter*
- San Clemente Green Ribbon Panel - *Energy Conservation Chair*



MARC COSTA
Program Manager,
LEED AP BD+C Analyst

Education

Cal State Long Beach

Bachelor of Science in Construction
Engineering Management

University of California, San Diego

Bachelor of Science in Management Science

Memberships/Credentials

- ASHRAE Member
- Building Operator Certification Level II
- CABEC – Member
- CEC – Benchmarking Data Alignment
- CGBP – Build it Green
- DOE Asset Score - Data Intake Work Group
- LEED AP BD+C
- LBNL – SEED/BEDES Development TF
- OSHA 10 Construction Safety Certification
- USGBC Center for Green Schools, National Chair
- USGBC Pacific Regional Cmte Secretary

Skills

- Adobe Master Suite
- ArcGIS
- Archicad
- AutoCAD
- CBECC
- EnergyPlus
- ENERGY STAR Portfolio Manager
- EMD Intl EnergyPro
- Experience in BEDES
- LEED Online
- MS Excel
- OpenStudio, PAT
- Outlook
- PowerPoint
- Prezi
- R Studio
- SEED
- Social Media campaigns
- SureTrak
- Word



Professional Experience

The Energy Coalition

Jul. 2011 - Present

Program Manager

Irvine, CA

- Policy Team: Generate, comment, submit and file regulatory and legislative comments in CPUC and CEC Proceedings.
- CEEPMS: Manage overall design and implementation of software that matches building permits and rebates.
- CAP: Manage budget and technical input on Energy Atlas Tool, database fields and metrics for analysis.
- Project Delivery Team: Assigned Project Manager to San Bernardino developing streetlighting and mechanical retrofits.
- Community Energy Partnership: Train and Coach staff to manage municipal retrofits, as well as manage city contacts.
- LGSEC To Code Committee: Contribute comments to regulatory proceedings on data, C&S, and Regulatory Matters.
- Benchmarking and Ordinances: Serve as a subject matter expert to REN cities on Federal resources on policy and tools.
- DOE Grant: OpenEfficiency Initiative: With PSD, NREL, Cadmus, Xcel Energy and SoCalREN create and deploy data infrastructure for energy management resources.
- Serves as main contact between SCE and SCG Account Executives and Cities to identify, track, implement and troubleshoot municipal energy efficiency projects and rebate/incentive applications.
- Responsible for meeting SCE Energy Leader Partnership Strategic Planning goals including T24 Code Compliance Workshops, Utility Manager Software implementation, Benchmarking Policies, and Energy Action Plan formation resources.

Long Beach City College

Feb. 2010 - Jul. 2011

Presenter

Long Beach, CA

- Served as a key contact between LBCC, training agencies, non-profits, a municipalities to promote and develop the largest green job training and placement program in the nation, the Clean Energy Workforce Training Program (CEWTP)
- Identified, worked with, and served on stakeholder groups in LA County for energy and water efficiency upgrade programs including Energy Upgrade California, Lawn to Garden Programs, and NSP initiatives.
- Conducted technical presentations on home performance contractortraining, placement and economic outlook to industry stakeholders including the California Workforce Assoc., USGBC, and the American Comfort Institute.
- Managed, obtained and analyzed data related to job and internship placement and provided statistical reports to manager of Environmental Tech. Programs related to program effectiveness, growth and progress
- Possesses extensive knowledge of green emerging industry; maintained knowledge of changing local labor markets, associations, industry needs, analyzed available job market economic data and information and researched job market trends and requirements for program area
- Initiated and developed strong relationships with management at CBPCA, LA County, USGBC, CalCERTS, LB CAP, LA Conservation Corps, all trainers, utility companies, and major employers of efficiency upgrade programs.

Presentations and Awards

- *ACEEE Summer Study: A National Framework for Audit Ordinances"* 2016
- *ACEEE Summer Study: Unlocking the Power of Energy Consumption and Asset Data for Program and Policy Design"* 2014
- *USGBC – MGBCE Presentation* 2014
- *DOE Better Buildings Challenge Judge* 2014