



We're All in This Together

EM&V Forum

CALIFORNIA 
Efficiency
+ Demand
Management 
COUNCIL

February 12, 2020
Pacific Energy Center
San Francisco, CA

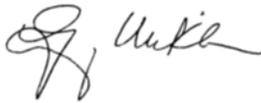
Welcome!

For more than 30 years, California's energy efficiency and demand management industry has consistently built itself to be a world-renowned model of excellence and innovation. Our resources have significantly contributed to California's rightful place as the guiding force behind our nation's path toward a clean energy future. But with continued uncertainties brought about by a climate change, political turmoil, and outdated program designs and rules, much of what we have accomplished appears to increasingly be at risk. As we move toward a new paradigm where energy efficiency and demand management resources take a more prominent role alongside other distributed clean energy resources including solar, storage and advanced grid networks, we now must align the design and delivery of these resources with an eye toward integration, interoperability and equity.

Today we gather not as adversaries or competitors but as colleagues and friends to address some of the most pressing issues facing the distributed clean energy industry. And we don't want to just talk... we want to focus on solving these issues in furtherance of our State's clean energy goals. We need to continue to position our industry as the leading contributor to California's success in achieving its clean energy policy goals. Today's EM&V Forum will help us all play a role in creating a successful and thriving energy efficiency and demand management industry. Our assemblage of industry thought leaders... who evaluate, implement and regulate the very programs and policies that are of most interested to you... are here to share their knowledge and wisdom. But today is also about you... feel free to speak up and share your own ideas and perspectives. And because of our valued sponsors, we have created portions of the day to give you ample time to network, collaborate and share ideas with others. As our industry has proven over many years of thoughtful, creative and dedicated collaboration, we all play a vital role in shaping and innovating California's and the Nation's clean, safe, and prosperous energy future. On behalf of the Council's Board and our dedicated staff, I wish you a heartfelt welcome to the Pacific Energy Center!



Yours efficiently,



Greg Wikler
Executive Director
California Efficiency + Demand Management Council

CALIFORNIA

Efficiency + Demand Management

COUNCIL

Advancing Our Clean Economy

The California Efficiency + Demand Management Council is a statewide trade association of non-utility companies that provide energy efficiency, demand response, and data analytics products and services in California. Our member businesses include implementation and evaluation experts, demand response companies, engineering and architecture firms, data analytics firms, contractors, financing experts, energy service companies, workforce training entities, and manufacturers of energy efficiency products and equipment. Our mission is to support energy efficiency and demand response policies and programs for all Californians to create sustainable jobs, long-term economic vitality, stable and reasonably priced energy systems, and environmental improvements.

Agenda At A Glance

9:00-9:30AM	Registration
9:30-9:45AM	Welcome
9:45-10:30AM	Session #1 – Real-time/Third Party M&V
10:30-11:00AM	Morning Break – Sponsored by CLEAResult
11:00-12:00PM	Session #2 – Cost-Effectiveness Reform
12:00-1:00PM	Lunch Break – Sponsored by DNV GL
1:00-1:45PM	Session #3 – Decarbonization Update
1:45-2:45PM	Session #4 – Custom Review Process
2:45-3:15PM	Afternoon Break – Sponsored by SBW Consulting
3:15-4:15PM	Session #5 – Demand Response Evaluation
4:15-5:00PM	Open Forum
5:00-6:30PM	Happy Hour – Sponsored by Opinion Dynamics

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Karin Corfee, Guidehouse

Rick Counihan, Google/Nest

Terry Fry, Cadmus

Carmen Henrikson, TRC Companies

Ann McCormick, Willdan

Matt O'Keefe, Oracle Utilities

Joanne O'Neill, CLEAResult

Gene Rodrigues, ICF

Kim Rodriguez, Nexant

Agenda

9:00-9:30AM

REGISTRATION

9:30-9:45AM

WELCOME

Greg Wikler, Executive Director, California Efficiency + Demand Management Council

9:45-10:30AM

SESSION 1 – REAL-TIME/THIRD PARTY M&V PLANS

This session explores a variety of emerging M&V issues that are receiving greater attention as third-party implementers play a more prominent role in new programs, including gaining a better understanding behind the movement to real-time M&V (i.e., NMEC) and discussing IOU vision for third-party M&V efforts

Alison Erlenbach, Pacific Gas & Electric

Brian Maloney, Southern California Edison

Erin Brooks, Southern California Gas

Athena Besa, San Diego Gas & Electric

Moderator: Coby Rudolph, California Public Utilities Commission

10:30-11:00AM

MORNING BREAK SPONSORED BY CLEAResult

11:00-12:00PM

SESSION 2 – COST-EFFECTIVENESS REFORM

This session will dive into current policy reform efforts and explore new and emerging approaches to cost-effectiveness

Adam Scheer, Recurve

Olivia Patterson, Opinion Dynamics

Mohit Chaabra, Natural Resources Defense Council

Moderator: Annette Beitel, Future Energy Enterprises

12:00-1:00PM

LUNCH BREAK SPONSORED BY DNV GL

1:00-1:45PM

SESSION 3 – DECARBONIZATION UPDATE

This session provides an update on CPUC's implementation efforts for this ground-breaking policy shift, including early pilot results and assessment approaches

Abhilasha Wadhwa, California Public Utilities Commission

Snuller Price, E3

Candis Mary-Dauphin, BayREN

Brian Maloney, Southern California Edison

Moderator: Jarred Metoyer, DNV GL

1:45-2:45PM

SESSION 4 – CUSTOM REVIEW PROCESS

This session highlights the current state of custom review process reforms and offers some real-world perspectives on the myriad of challenges brought about by the current process and opportunities for improvements through the various reform efforts

Scott Fable, Pacific Gas & Electric

Shayne Holderby, Honeywell

Spencer Lipp, TRC

Richard Sperberg, Willdan

Moderator: Joanne O’Neill, CLEAResult

2:45-3:15PM

AFTERNOON BREAK SPONSORED BY SBW Consulting

3:15-4:15PM

SESSION 5 – DEMAND RESPONSE EVALUATION

This session provides an update on developments regarding DR load impact protocols, DRAM evaluations, and other DR evaluation topics

Sam Borgeson, Convergence Data Analytics

Damon Franz, Tesla

Stefanie Tanenhaus, East Bay Community Energy

Moderator: John Anderson, OhmConnect

4:15-5:00PM

OPEN FORUM – RECAPPING WHAT WE LEARNED AND WHERE WE NEED TO GO

Moderators: Sharyn Barata, Opinion Dynamics and **Greg Wikler**, CEDMC

5:00-6:30PM

HAPPY HOUR SPONSORED BY Opinion Dynamics

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Speaker Biographies (alphabetical)



John Anderson

Director of Energy Markets, OhmConnect

John Anderson is Director of Energy Markets at OhmConnect, a San Francisco-based residential demand response provider with a fun and engaging app that incentivizes users to reduce electricity while simultaneously controlling Internet of Things (IoT) devices within their homes. He leads the company's efforts on CPUC regulatory proceedings and CAISO stakeholder initiatives to facilitate direct participation by demand response resources in California's wholesale electricity markets. Prior to joining OhmConnect, John was Senior Market Design Analyst at Pacific Gas and Electric Company (PG&E), where he worked on CAISO and FERC wholesale electric market design, analysis, and strategy. John holds a B.A. in Economics from the University of Calgary, an M.Phil. in Economics from the University of Oxford, and a Ph.D. in Economics from Stanford University.



Sharyn Barata

Vice President, Opinion Dynamics

Sharyn Barata is the Senior VP of Industry Engagement for Opinion Dynamics. After launching the initial EM&V efforts at FPL, Ms. Barata started her own consulting firm where she worked on several California landmark evaluation efforts. These efforts included a co-authorship role on the California Evaluation Framework study and her multi-year role as a member of the CPUC's Master Evaluation Contractor Team (MECT). Ms. Barata is known for her thought leadership and commitment to industry organizations such as IEPEC, BECC, CEDMC, AESP, ACEEE and PLMA. Ms. Barata is the current president of IEPEC. She is also a panel co-chair for ACEEE's Summer Study on Energy Efficiency in Buildings and is an elected board member for California's Energy Council (CEDMC); where she serves on the regulatory and event committees.



Annette Beitel

President, Future Energy Enterprises

Annette has over twenty years' experience providing legal, regulatory, procurement, and management support to energy efficiency and renewable energy programs in California, the Midwest, and internationally. She has over fifteen years' experience leading and managing large, multi-disciplinary and multi-stakeholder efforts in the Clean Energy space, including collaboratives, working groups, advisory councils and non-profit governance boards. Annette currently leads the California Technical Forum (Cal TF), a technical collaborative comprised of over 30 technical experts who review and affirm technical information related to California's Integrated Demand Side Management portfolio. The Cal TF was created in 2014 by a broad group of stakeholders and is funded by participating California program administrators (utilities). Earlier in her career, Annette practiced law in California and litigated matters before the CPUC. Annette has a JD from studies at Harvard University and New York University, a Master of Science from the Massachusetts Institute of Technology, and a Bachelor of Arts with Honors from Wellesley College.



Athena Besa

Senior Project Manager, San Diego Gas & Electric

Athena is the Customer Programs Energy Efficiency Project Manager for SDG&E. In her current position, Athena is responsible for overseeing SDG&E's implementation of EE policies as they pertain to the measurement of energy efficiency programs; regulatory reporting requirements, energy efficiency forecasting and the financial management. Athena attended the University of the Philippines in Quezon City, Philippines, and graduated with a Bachelor of Science degree in Statistics in 1983, and a Master of Science degree in Statistics in 1986. Athena has completed coursework at University of California, Davis towards a Doctorate degree in Statistics.



Sam Borgeson

Partner, Convergence Data Analytics

Dr. Sam Borgeson (managing partner of Convergence Data Analytics, LLC) is an expert in the area of building load data analytics and data-enabled building energy efficiency. Sam spent a decade in start-up and enterprise software consulting, including co-founding Carbon Five, an agile software consulting firm in San Francisco with a 15+ year history of successful projects, prior to pursuing graduate studies in Building Science (MS) and Energy and Resources (PhD). He wrote his dissertation on beneficial applications of meter data analytics and is the lead architect and developer of VISDOM, an open-source meter data analytics platform developed with ARPA-e funding at Stanford University. Through Convergence Data Analytics, he consults on meter data analytics projects for firms as diverse as the Pacific Gas and Electric Company (PG&E), Lawrence Berkeley National Labs, the Stanford Sustainable Systems Lab, and Vermont Energy Investment Corporation (VEIC). His consulting practice includes program evaluation and a wide variety of data science projects involving utility and/or meter data.



Erin Brooks

Manager of Regulatory and Policy Reporting, Southern California Gas

Erin Brooks is the Regulatory Policy and Reporting Manager for Southern California Gas Company (SoCalGas). Her responsibilities include managing SoCalGas' Energy Efficiency and Low-Income policy and strategy efforts, as well as regulatory reporting, EM&V, and other program support activities. Prior to joining SoCalGas in 2016, Erin worked as a management consultant for Kenny & Company and an energy consultant at Navigant. In her consulting roles, she focused on evaluating performance and making data-driven decisions to improve operations and optimize processes. She is passionate about developing and promoting energy efficiency solutions for our changing world and promoting policies to support and enable innovation and growth in the energy efficiency marketplace. Erin holds a BS degree in Industrial Engineering and Operations Research from UC Berkeley.



Mohit Chhabra

Senior Scientist, Natural Resources Defense Council

Mohit Chhabra focuses on affecting policy to accelerate the transition to a sustainable and clean energy future. He provides analysis and strategic guidance to policymakers and other stakeholders at the state, regional, and national levels. Mohit is currently working on developing cost-efficient pathways to reduce greenhouse gas emissions from California's rapidly transforming electric grid. Mohit has an extensive background in energy efficiency analysis. He is a voting member of the Regional Technical Forum of the Pacific Northwest and is also a part of the Conservation Resources Advisory Committee of the Pacific Northwest. He holds a master's in civil environmental and architectural engineering from the University of Colorado, Boulder and a bachelor's in mechanical engineering from the University of Pune in India. He is based in NRDC's San Francisco office.



Scott Fable

Manager, Pacific Gas & Electric

Scott Fable is the Manager of PG&E's Energy Efficiency Quality Control and Communications team, overseeing the meter-based, custom, and deemed project review efforts. Prior to PG&E, Scott spent close to 10 years with BKi – now Frontier Energy – as a residential Energy Efficiency consultant, leading technical analysis, implementation, and regulatory compliance efforts for PG&E, SMUD, and local government EE programs throughout California. Scott holds a Master's Degree in Mechanical Engineering from UC Berkeley, with an emphasis on low-emission natural gas combustion and fuel cell technologies.



Damon Franz
Senior Policy Advisor, Tesla

Mr. Franz is currently the policy lead covering California Regulatory issues for Tesla on the energy side of the business. In this role, he develops and advocates policy positions at California state regulatory agencies that advance clean energy goals for rooftop solar as well as residential, commercial and utility-scale storage. Working collaboratively with other solar and storage companies, trade associations and NGOs, Damon formulates policy positions that seek to transform the energy sector in California into one relying on carbon-free distributed energy sources with minimal environment impact. Among the issues he covers are net metering, retail rate design, Integrated Resource Planning, solar consumer protection, codes and standards, demand response and distribution resource planning. Damon joined Tesla with the SolarCity merger in 2016, and prior to joining SolarCity, Damon spent 9 years at the California Public Utilities Commission where he worked on the California Solar Initiative and served as Energy Advisor to President Peevey. He has a Masters' Degree in Economics and Policy from Johns Hopkins University and a Bachelors' in Ecology from the University of Florida.



Shayne Holderby
Senior Account Manager, Honeywell

Shayne Holderby is a Sr. Account Manager at Honeywell Smart Energy. After serving in the 82nd Airborne Division in both Desert Shield and Desert Storm, Shayne started a career in the electrical trades. As a General Foreman and Project Manager he performed industrial plant renovations moving on to establish his own business in electrical contracting. He has served the residential and light commercial markets for the last 25 years. Shayne also took a position with GE Energy to help design and sell commercial building electrical systems and now works with Honeywell Smart Energy to help residential, commercial and industrial customers like Amazon, Pixar, AT&T and Verizon realize the benefits of advanced technologies on their energy consumption and control needs. For the past 8 years he has been actively involved in trade ally participation in energy efficiency as well as in the improvement of programs design to engage both customers and contractors on the total benefits of energy efficiency.



Spencer Lipp
Chief Engineer, TRC Companies

Spencer has over 20 years' experience with energy engineering, energy auditing, and the design and implementation of energy efficiency programs, the bulk of which has involved the portfolios managed by California's utilities. He has worked for TRC Companies (formerly Lockheed Martin Distributed Energy Solutions) since 2006. In his current role at TRC, Spencer oversees the technical components for the implementation of PG&E and SCE's performance based third party energy efficiency programs. These programs' primary focus is complex and comprehensive retrofits in large Commercial and Industrial facilities and has been involved in dozens of CPUC Ex-Ante Review (EAR) since the process was initiated in 2012. Spencer also participates and advises on regulatory and other stakeholder events in the California energy efficiency landscape. He was an active participant in both CPUC Working Groups which aimed to address issues related to the custom energy efficiency programs and processes including the CPUC EAR. He has been a member of the California Technical Forum (Cal TF) since its inception in 2014. Prior to joining LM Energy, he has overseen a team of engineers conducting due-diligence energy project reviews, conducted on-site energy audits of a wide range of commercial and industrial facilities to assess energy savings, make energy efficiency measure recommendations, and develop and execute M&V plans. Spencer has a Bachelor of Science in Mechanical Engineering from the University of California, Santa Barbara. He is a California Professional Engineer and an AEE Certified Measurement & Verification Professional.



Joanne O'Neill
Program Director, CLEAResult

Joanne O'Neill has over 12 years of experience in the demand side management and utility industries. During this time Joanne has developed, launched and implemented numerous energy efficiency programs across residential, commercial and industrial customer segments. She has a long history of working with key market actors including manufacturers, retailers and contractors to successfully deliver these programs. In addition to energy efficiency, Joanne has led numerous product development efforts, including the design of time-of-use rate pilots and locational targeting of DSM resources for capital transmission and distribution project deferral. She has experience with portfolio regulatory submissions, testifying as an expert witness, state policy advocacy, and strategic planning processes. In her role as the Director of Programs, Joanne leads a team responsible for delivering a set of diverse, innovative and cost-effective offerings across northern and southern California in the commercial, public, industrial and agricultural sectors. She also continues to leverage her expertise in time variant rates and grid modernization to assist clients across the country. In addition to a MBA in Sustainable Business, she is a Lean Six Sigma Green Belt and certified in Pragmatic Marketing.



Brian Maloney
Program Manager, Southern California Edison

Brian Maloney is a Senior Program Manager with Southern California Edison. Brian has over 20 years of experience in the DSM space in roles at utilities, consulting and third-party implementation firms. He currently serves as a program liaison to technical and policy teams across the SCE Portfolio and is the subject matter expert for site level NMEC program development.



Candice Mary-Dauphin
Program Manager, BayRen

Candice Mary-Dauphin is a Program Manager at StopWaste, where she manages BayREN's Multifamily Program, and works with stakeholders to explore and develop ways to accelerate energy retrofits in the multifamily sector and broaden their benefits. Prior to working at StopWaste, Candice was a Project Coordinator at an environmental nonprofit and a freelance energy policy writer.



Jarred Metoyer
Senior Principal Engineer, DNV GL

Jarred Metoyer is a Senior Principal Engineer and a Head of Department in DNV GL Energy Insights. In this role, he serves clients by understanding their needs and delivering solutions through directing, mentoring, and overseeing the quality of work of consultants and engineers across the West Coast. He also serves as Portfolio and Project Sponsor on several large projects and collaborates with colleagues to define analytical solutions across DNV GL Energy North America team of over 600 professionals with links to many more experts globally. Jarred's areas of expertise include HVAC system measurement and analysis, building energy simulation, modeling and uncertainty analysis, field monitoring, and combining whole-building data analytics with engineering analyses for a range of applications. Jarred has more than 16 years of mechanical engineering experience with expertise in heat transfer and residential and commercial HVAC systems. His recent work consists of oversight of CPUC deemed EM&V, research and development of energy-use models for buildings using end-use metering and whole-building AMI data with advanced analytics, carbon-based cost-effectiveness development and decarbonization pathways, and building simulation tools. He also explores new ways DNV GL can reduce community and utility wildfire risk through grid and building resilience.



Olivia Patterson

Vice President, Opinion Dynamics

As a Vice President at Opinion Dynamics, Olivia Patterson has spent a decade specializing in scoping and directing demand response, energy efficiency and emerging technology program evaluation and advisory services. She offers research solutions to address emerging program, policy and product challenges using data-driven analytics coupled with market insights to evaluate programs that intersect technology, adoption practices, and behavioral change. Olivia holds key roles with Peak Load Management Alliance (PLMA), serving on the Executive Committee and Co-chair for Connected Devices Interest Group, as well as serving as an evaluation instructor for Demand Response (DR) Evolution training. She provides subject matter expertise across a range of research efforts, including market research and impact evaluation. Olivia's background in economics and other social sciences support her research efforts, particularly related to program design, optimization and valuation. She holds a MA in International Economics from the University of California San Diego, and a BA in History and Cultural Anthropology from the University of California Los Angeles.



Snuller Price

Senior Partner, E3 (A Willdan Company)

Mr. Price joined E3 in 1993 and has been a lead in our Energy and Climate Policy, Energy Efficiency and Demand Response, and Distributed Resources practice areas. For over 25 years, he has helped state and federal government agencies, utilities, and technology companies recognize and support a clean energy transition. His work in regulatory analysis focuses on evaluation of distributed energy resource (DER) cost-effectiveness, and he has contributed to assessments of the largest and most sophisticated DER programs in the U.S., including those in California, New York, and other states. In 2019 he supported the CPUC work on the Technical Guide to implement the fuel substitution programs in energy efficiency. In 2012, Mr. Price co-authored a landmark article in the journal *Science* exploring the pivotal role of electrification in achieving deep greenhouse gas reductions. Mr. Price has a M.S. in Engineering Economic Systems from Stanford University and a B.S. in Engineering and B.A. in Economics from Swarthmore College.



Coby Rudolph

Senior Regulatory Analyst, California Public Utilities Commission

Coby is the lead Commission staff for various matters related to normalized metered energy consumption or NMEC. In that capacity, he has managed the development of the NMEC guidebook. In addition, Coby is managing the current Potential and Goals study, which is now in the industry market studies phase and will be followed by the next 2-year recurring Potential and Goals update study, scheduled for later this year and concluding around May of 2021.



Adam Scheer

Director of Customer Solutions, Recurve

Adam leads the Data Science and Analytics team at Recurve, where he is focused on helping the demand side industry compete at scale. Previously Adam spent five years at PG&E working in energy efficiency evaluation, programs, and policy. Adam holds a PhD. in Physics from the University of Colorado.



Richard Sperberg

Senior Vice President, Willdan

Richard Sperberg has more than 35 years of experience in EE and distributed generation projects and has leads Willdan's industrial market sector and EE Procurement development and implementation activities. An early pioneer in the EE project field and long-time leader in the ESCO industry, he has worked in close coordination and collaboration with utility companies on such innovative programs as SCE's LCR Program, SCE's Demand Side Bidding Pilot in the mid 1990's, and the Standard Performance Contract program. He has been active in policy and industry representation related to Industrial Energy Efficiency, including Custom Measure Review at the CPUC, and was previously instrumental as the ESCO industry's representative to the California Board For Energy Efficiency (CBEE) in shaping the future of energy efficiency programs in California. Prior to founding Onsite, which was recently acquired by Willdan Energy Solutions, Rich led projects on behalf of the Gas Research Institute and the U.S. Department of Energy involved in cogeneration, fuel cells and advanced nuclear power reactor development. He holds a Bachelor's degree in Nuclear Engineering from the University of California, Santa Barbara, and a Master's degree in Nuclear Engineering from the University of California, Los Angeles.



Stefanie Tanenhaus

Principal Regulatory Analyst, East Bay Community Energy

Stefanie Tanenhaus is a Principal Regulatory Analyst at East Bay Community Energy (EBCE) where she leads the organization's engagement on integrated resource planning and resource adequacy issues. Prior to EBCE, Stefanie was a Senior Consultant at Energy and Environmental Economics (E3) and focused on distributed and system-wide resource planning and economic evaluation. She previously helped develop PG&E's strategy and positions on renewable energy policies and worked on the implementation of California's climate policies for the Natural Resources Defense Council (NRDC). She received an M.S. in Civil and Environmental Engineering from Stanford University, and a B.S. in Biomedical Engineering from Washington University in St. Louis.



Abhilasha Wadhwa

Senior Analyst, California Public Utilities Commission

Abhilasha Wadhwa has been working on optimizing building energy use since 2002. She is currently a senior analyst in the Building Decarbonization team at CPUC. Prior to joining the CPUC, Abhi was a supervisor for the Existing Buildings unit at CEC. Topics that she finds boring but seems to know a thing or two about include lighting, codes and standards, consumer behavior, benchmarking, Poke'mon and Lightning McQueen. Abhi has a Masters in Architecture from the University of Nevada Las Vegas (2007). Her graduate thesis on baselining carbon emissions from residential energy use was a first-of-a-kind open-data prototype for regional strategic planning, and received the Clean Air Merit Research award from the American Lung Association. Prior to coming to the United States in 2005, Abhi designed passive solar buildings in India.



Greg Wikler

Executive Director, California Efficiency + Demand Management Council

As Executive Director, Greg is responsible for the day-to-day operations of the Council, leading staff, managing Board activities, and connecting with members. In his over 30 years of experience in the energy industry, Greg has addressed a variety of issues related to demand-side resources including energy efficiency, demand response, distributed generation, energy storage and grid modernization programs for the electric and gas industries. Before joining the Council, Greg was a Managing Director at Navigant from 2014 to 2019, where he directed a variety of cutting-edge consulting assignments related to clean energy issues for utility and agency clients in California, Arizona, Hawaii, New York, Canada and Asia. Prior to that, he was Director of Regulatory Affairs at EnerNOC from 2011 to 2014, where he led the company's energy efficiency and demand response regulatory and policy advocacy efforts in California, Colorado, Nevada, and Pennsylvania. Prior to that, he was Vice President and Chief Innovation Officer at Global Energy Partners from 1995 to 2011, where he led demand-side resource client engagements in California and other US states addressing topics ranging from resource planning, program design, implementation, and evaluation. Greg received his Bachelors degree in Energy Economics from UC Davis and his Masters degrees in Economics and Urban Planning from the University of Oregon.

Upcoming Council Events

Spring Symposium

April 15, 2020

David Brower Center

Berkeley, CA



Fall Conference

October 22, 2020

Location: Bay Area



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