

**Cap and Trade Auction Proceeds Investment Program**

Efficiency First California supports using funds from cap and trade tariffs to help encourage market transformation in the Energy Efficiency sector with a focus on existing buildings. Our suggestions will effectively double the benefit of the tariffs by further reducing greenhouse gas emissions in the existing building sector.

We propose that the proceeds from the cap and trade agreement contribute to the following efforts:

- **Energy Efficiency Monitoring and Measurement efforts**

The energy efficiency market needs a robust and accurate means to measure and quantify the energy savings from retrofits. In our current process the majority of assumptions in the industry are based on energy modeling software, a complicated process that has proven to have issues with accuracy. Without real and accurate data we will be challenged to scale energy efficiency industry to meet our States aggressive green house gas reductions targets. We need to utilize smart meter data and other technologies to measure actual energy savings, both before and after retrofit projects. Quantifying actual energy savings will allow innovation in the marketplace and encourage outside capital investment. We need accurate data that is easily available for all of the stakeholders. Accurate data will allow energy efficiency to become a resource, this will create a procurement model where energy efficiency can be bundled and offered on the open market, similar to the solar industry and other energy resources.

- **Encourage Data Collect and Sharing Amongst Industry Stakeholders**

After we collect data we need to provide a means to share the information with interested parties. Centralize storage and open source software solutions will allow data to be shared freely by stakeholders. We need to discourage proprietary efforts and support the implementation of open source energy efficiency software solutions.

- **Training Programs for Building Officials and Local Governments**

Our building departments, code officials and local governments need to understand the value of energy efficiency measures. We need to create comprehensive and innovative new methods to educate, starting with our building officials and local governments. We need the support of local building departments and governments to help spread the message of reducing energy use in buildings. We need building officials to understand and the benefits of



energy efficiency measures and to support energy efficiency projects in their community.

- **Energy Efficiency Training for Contractors**

We need to fund new and innovative training programs that allow contractors to learn about energy efficiency at their own pace. We need to encourage the use of the Internet and other technologies such as webinars and podcasts to bring information to contractors at-will. The combination of online resources and field training will allow contractors to receive the education they need while still tending to their daily operations.

- **Fund Advanced Energy Efficiency Technology Research Projects**

Support and develop research projects that allow failure. We need to understand the limits of what is currently available and what may soon be available in order to maximize our efforts. We need to encourage Energy Efficiency research projects that explore new ideas and push boundaries. These projects can then openly share information to help foster growth and innovation in the marketplace.

- **Educate the Public and Simplify Participation in Rebate Programs**

We need education and outreach efforts to the general public that encourage consumer investment in energy efficiency projects. With the support of local governments we need to provide outreach to consumers and encourage private participation in energy efficiency projects. Education should start at the elementary school level and continue through to the high school vocational-tech level. We need to provide workforce training at community and state colleges. We need to streamline process and eliminate waste in the entire incentive application and funding process. Consumers need to have encouragement and support for playing a part in the reduction of the states greenhouse gas contribution.

We strongly believe energy efficiency measures are a crucial component in our efforts to mitigate our State's green house gas emissions. We encourage investment and support in the energy efficiency sector with the intent of creating true market transformation. The future depends on supporting multiple efforts on a variety of levels. We strongly believe that energy efficiency needs to be is a core part of any long-term energy strategy and is an easily obtainable and valuable resource.

Sincerely,

**Charles Cormany**  
Executive Director  
Efficiency First California