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REV comments - AB 758 Draft Plan - attachments

Being submitted by Elliot Hoffman and Rory Bakke from REV as attachments to REV public comments just submitted on AB 758 Draft Plan.

Additional submitted attachment is included below.

AB 758 Draft Plan comments from REV

April 21, 2015

Attachment A - REV Set of Principles

- A strong desire for California to be the national and global leader in addressing the core challenges and opportunities of our era – sustainability, climate change, energy & water efficiency, resource productivity and the transition to the clean, safe, renewable energy economy and society
- The commitment to accelerate and achieve the marketplace transformation to a new **mindset** of sustainability, energy efficiency and resource productivity in California, the U.S. and globally
- Achieves the Governor Brown’s mandate of doubling energy savings from building energy efficiency projects in California from 2014 levels by 2030
- Moves California’s building energy goals to net zero and then to “net positive” by x date.
- Enhance government leadership in energy and water efficiency, resource productivity and sustainability. Public buildings and employees leading by example.
- Addresses the need for major and immediate climate change and GHG reductions
- Ability to motivate, incentivize, aggregate and implement large scale short and long term energy efficiency initiatives
- Commitment to significant water, waste and all resource productivity improvements
- Identify, pilot and implement promising and innovative ideas and programs that accomplish the above, that are designed and capable of significant impact, are highly scalable and capable of moving from a 1:1 model to a cohort or aggregation model that brings many together into communities of collaborators

Attachment B – Background on REV

REV Product Portfolio: (sample of current, under development and consideration)

- a. **Sustainability Circles** – (as outlined on page 66 March 2015 CEC AB758 Draft Action Plan)
- b. **Small Business Circles** – REV is near completion of a Small Business Circle program that will be piloted with SMUD in September 2015. This is meant to address the sustainability, energy, water, resource, and cost / profits needs of California’s smaller businesses – generally fewer than 100 employees – the vast majority of utility commercial customers.
- c. **Building Circles:** support REV to finish designing the model and curriculum for Building Circles – bringing several properties or building portfolios within close proximity to each other into a REV Building Circle that promotes cooperation, collaboration and the creation of Action Plans that drive energy and resource efficiencies in ways that benefit all within the building community – owners, managers, tenants and occupants. All gain from the collaboration and will develop specific initiatives that address the particular needs of the building community and will drive energy / water / resource efficiencies and sustainability.

Pertinent Goals: State / federal /municipal agencies, departments and buildings to participate in REV Building Circles with a focus on these government entities providing leadership (going first) for others. California to pilot REV Building Circles for state/fed/muni facilities in 2016-2017 – number TBD - to partner with DOE / EPA other federal agencies and scale in 2018-2025:

- d. **REV works with corporations** to address entire portfolios of buildings, units (e.g.: all stores within a large grocery chain, coffee chains, fast food operations, schools, universities, etc.)
- e. **Workforce Development** – develop Workforce Circles to enhance the mindset, skills and understanding of sustainability, EE, and resource productivity within California’s workforce. Include labor unions and workers in Circles in order to develop a deeper understanding of where business, government and society are going in terms of sustainability so they can bring that mindset to the workplace and enhance their own value to the organization.

The REV senior management team includes several people with years of public policy experience in California, all devoted to energy, renewable energy, (CSI advocacy) climate change (AB32 advocacy), water and waste policy and initiatives, along with similar policy advocacy at the national level.

The REV team is comprised of highly experienced entrepreneurs, sustainability and policy experts and business people who are devoted to accelerating the adoption of the deep benefits of sustainability, energy efficiency and resource productivity throughout California and the U.S. The REV cohort model was specifically designed to make the journey towards sustainability affordable and accessible to those who have been traditionally left out and hard to reach, to create significant impact around these core issues, to scale throughout California and the U.S. while recognizing and accounting for regional and local realities and needs.

REV Sustainability Circles are designed to address the sustainability and business needs of the vast majority of California's commercial enterprises (small to mid-size companies, divisions of large corporations, schools, colleges / universities, state, federal, municipal agencies / buildings, manufacturers, others) in a way that addresses the "triple bottom line" of all enterprises – the integration of economic, social and environmental demands of running a responsible and successful enterprise in today's world.

In regard to AB758, this means that although energy efficiency is a critically important goal for the CEC, CPUC, the utilities, the state and society, it is not a primary goal of all but a relatively few businesses. For most, energy is a small part of their cost structure and therefore it is not going to gain top attention on its own. However, if the State / CEC / CPUC / utilities provide resources in order to help support these businesses and enterprises in achieving their goals in general, the companies will respond with energy, water and other resource and sustainability related benefits to those providing the funding. This is what REV has experienced since launching Circles in California. For every Sustainability Action Plan (SAP) created to date by organizations participating in the REV Circles in California, on average, of the 29 total initiatives created, 40%, or 12 are energy efficiency and renewable energy initiatives.