

**STATE ENERGY ADVISORY BOARD  
TELECONFERENCE MINUTES  
MAY 20, 2010 1:00 PM – 1:35 PM EST**

**TELECONFERENCE ATTENDEES**

**Designated Federal Officer (DFO):**

- Gary Burch, STEAB DFO, Senior Management Technical Advisor, Intergovernmental Projects, Golden Field Office, Denver, Colorado

<b>STEAB ATTENDANCE</b>		
<b>BOARD MEMBERS</b>	Present	Absent
<b>Susan S. Brown</b> , Deputy Administrator, Wisconsin Division of Energy	✓	
<b>John Butler</b> , Energy Commission Supervisor II, California Energy Commission	✓	
<b>Dan Carol</b> , Strategic Advisor/Organizational Consultant		✓
<b>William Vaughn Clark</b> , Director, Office of Community Development, Oklahoma Department of Commerce	✓	
<b>John H. Davies</b> , Director, Division of Renewable Energy and Energy Efficiency, Kentucky Office of Energy Policy		✓
<b>Philip Giudice</b> , Commissioner, Massachusetts Department of Energy Resources	✓	
<b>Ryan Gooch</b> , Energy Policy Director, Tennessee Economic and Community Development		✓
<b>Paul Gutierrez</b> , Vice Provost for Outreach Services, Associate Dean and Director, Cooperative Extension Service, College of Agriculture and Home Economics, New Mexico State University	✓	
<b>Duane Hauck</b> , Director, Extension Services, North Dakota State University	✓	
<b>Cecelia Johnson-Powell</b> , Community Development Manager, Indiana Housing and Community Development Authority	✓	
<b>Peter Johnston</b> , Project Manager, Clean Energy Technologies, Burns & McDonnell		✓
<b>Neil Moseman</b> , Director, Nebraska Department of Energy	✓	
<b>James Nolan</b> , Weatherization Director, Department of Public, Health and Human Services		✓
<b>Tom Plant</b> , Director, Colorado Governor's Energy Office	✓	
<b>Larry Shirley</b> , State Energy Office Director, North Carolina Department of Administration	✓	
<b>Janet Streff</b> , Manager, State Energy Office, Minnesota Department of Commerce	✓	
<b>David Terry</b> , Executive Director, ASERTTI	✓	
<b>Steve Vincent</b> , Regional Business Manager, Avista Utilities	✓	

**Contractor Support:**

- Emily Lindenberg, SENTECH, Inc.

**DOE Personnel**

- Mark Johnson, EECBG Sub-committee Chair.

**Public:**

- No public representatives participated in this meeting.

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**Agenda Items:**

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| 1. Resolutions:                            |              |
| a. Update on Resolution 10-01              | Gary Burch   |
| b. Follow-up & Next Steps to 10-01, 10-02  | Janet Streff |
| 2. Update on EECBG Sub-Committee           | Gary Burch   |
| 3. June Meeting Update and Agenda          | Gary Burch   |
| 4. Update on Board Officer Visit with EE-1 | Janet Streff |
| 5. Public Comments                         | Janet Streff |
| 6. Other Issues                            | Janet Streff |

- Janet Streff (JS) opened the meeting by thanking members of the STEAB for taking the time to join the call, and asked Gary to please give the Board an update on the status of Resolution 10-01<sup>1</sup>. Gary Burch (GB) reminded the Board that during the first week of February, Resolution 10-01 was transmitted to the Assistant Secretary. Somehow over the course of the next several weeks, that document was lost and was retransmitted the second week of March. From conversations with the Office of the Assistant Secretary for Energy Efficiency and Renewable Energy (EERE), an answer was supposed to be forthcoming; yet nothing has been received. GB noted he followed-up a number of times to no avail; however, he will update the Board at the June meeting in Denver, CO, if a response is received in the interim. He noted there are activities the Board can undertake without waiting for approval from the Assistant Secretary, and those activities include beginning discussions to gauge interest with the US Department of Agriculture (USDA), and to start conversations with others at DOE to understand current educational outreach programs.
- JS thanked GB for his update on Resolution 10-01 and asked the Board if there were additional questions or concerns. Hearing none, she then turned discussion to the proposed Resolution 10-02. JS mentioned she and GB have been working with Dan Carol (DC), the author of this Resolution, in order to ensure the Resolution spoke to what the Board thought the scope of effort for EERE should be, while simultaneously reflecting the scope of effort and influence the STEAB has with regards to its Charter. She noted that DC was instrumental in making sure this new draft of the Resolution spoke to what the STEAB can do and will do to act on 10-02.
- GB elaborated on this new proposed Resolution by mentioning this document serves as guidance for the Board's authority to act within the constraints of its Charter. It establishes goals and expectations for the Board to reach-out and be more assertive in accomplishing the mission of EERE. JS continued by saying this document will be part of the Board's FY 2010 Annual Report as Resolution 10-02, if adopted, and means the Board *resolves* to take these actions.
- Philip Guidice (PGD) posed a question about whether this document would be sent to the Assistant Secretary, or only included in the Annual Report. GB responded by saying the expectation is that this Resolution would remain in the Annual Report only as a document for the Board. JS added the Executive Board can reinforce these ideas with the Assistant Secretary when they meet with her the next week.

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<sup>1</sup> Resolution 10-01 can be found as Appendix A, directly following the teleconference minutes.

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- JS asked if there was a motion to adopt this document as Resolution 10-02. Paul Gutierrez (PG) motioned, and Steve Vincent (SC) seconded. The Board unanimously adopted Resolution 10-02 on May 20, 2010<sup>2</sup>.
- JS then asked GB to introduce the next agenda item, an update on the Energy Efficiency and Conservation Block Grant (EECBG) Sub-Committee. GB reminded the Board about the action taken during the March meeting in Washington, DC, to officially establish this sub-committee to the STEAB. Since that time, the Board has been presented with a list of five names of potential candidates for this sub-committee, and Cecelia Johnson-Powell (CJP) has volunteered to be the STEAB representative to this group. The Board needs to take official action to approve these six members as the official EECBG sub-committee. GB then introduced Mark Johnson, the new Chair of the sub-committee. Mr. Johnson thanked GB and JS for the opportunity to be on the call and thanked the Board for their assistance setting up this sub-committee. He echoed the call-to-action the Board must take and urged approval of the 6 members to the EECBG sub-committee.
- PG moved to approve all 6 members to the sub-committee, and PGD seconded the motion. CJP abstained from voting as she is a potential member to this group. JS asked if there was discussion, and seeing how there was none, called for a vote. The Board officially adopted the sub-committee on May 20, 2010, by a vote of 12 to zero, with one abstention. Mr. Johnson thanked the Board for their swift action on this matter and noted he would be at the June meeting in Denver, CO, in order to provide updates on the sub-committee's progress.
- Following-up on the comment about the June meeting, JS asked GB to briefly review with the Board the current agenda and scope of activities during the meeting at the National Renewable Energy Laboratory (NREL). GB reminded the Board that a draft agenda had been circulated and that Tuesday, June 8, 2010, activities will run longer than expected due to a late-afternoon panel discussion. JS added that she and GB had participated in conversations with Bryan Pai, a Sentech Inc. employee, who will be acting as a facilitator for the group to help establish an action plan as a take-away from this meeting. She also noted that Steve Lindenberg will be presenting an update on Integrated Deployment efforts with an emphasis on the Renewable Energy side, and other speakers from NREL will be on hand to discuss the current projects ongoing at the Lab. JS apologized that she would not be able to attend the meeting due to budgetary constraints in Minnesota, but that PG and John Davies will be on-hand to lead the meeting in her absence.
- JS moved on to the next agenda item updating the STEAB on the status of the Executive Board's meeting with Assistant Secretary Zoi and Ms. Sally Ericsson of the Office of Management and Budget (OMB). These meetings will occur on May 25, 2010, and at both of these meetings, PG and JD will share the Board's "Priorities Through 2012," provide an update on the newly formed EECBG sub-committee, and also discuss communication concerns regarding the flow of information and timely responses to Board requests and inquiries. At this time, as well, the Executive Board can address concerns regarding Resolution 10-01, and offer suggestions of how the Board can move forward on issues they feel are of utmost importance to EERE.
- JS elaborated that a specific reason for addressing communication concerns is for the Board to establish a single point-of-contact with the Assistant Secretary's office in order to expeditiously work with that individual to facilitate responses to Resolutions and other correspondence. Additionally, the Assistant Secretary will be invited to the November meeting in Washington, DC. The meeting with OMB will cover relatively the same topics, but as both meetings are only half an hour, there is concern not all topics will have time to be covered as comprehensively as the Board may like.

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<sup>2</sup> Resolution 10-02 can be found as Appendix B.

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- Duane Hauck (DH) asked if anyone on the Board knew of a deeper feeling resonating within EERE about why the STEAB Resolution process does not seem to connect with the appropriate contacts at DOE headquarters. He continued this commentary by adding that the Executive Board should have a conversation during the meeting with OMB or the Assistant Secretary which specifically addresses how to make the Resolution process more effective as the current perception is that it is not received well by EERE.
- GB responded in the affirmative to this comment and reiterated his and the Board's collective frustration with this process. His hope is that by establishing a single point-of-contact with the Assistant Secretary's office, communication will markedly improve. JS continued that the communication issue will be a discussion item at the June meeting as well as how the Board can best implement the "next steps" of Resolution 10-01. The main question is how does the Board ramp-up involvement with USDA and how does the Board work from the ground up with other organizations in order to make Resolution 10-01 a success.
- JS inquired if there was any member of the public on the call to make comments. GB stated that no requests for public comment were received for this teleconference. Seeing as there were no members of the public on the call, JS concluded this portion of the meeting and closed the meeting to public comment.
- The meeting then turned to the portion where members can address other issues. GB updated the Board on the status of the current membership package to replace three vacancies on the Board. Despite many rounds of changes to the package, it is still in the concurrence chain and just arrived in the Secretary's office. He concluded that approval was imminently approaching and had hopes to bring these three new members to the June meeting.
- GB told the Board that Jim Nolan (JN) had posed the question about where the Board may find information about the on-going question of DOE HQ recapturing unspent funds from States which are lagging in spending. There are questions and issues surrounding this proposal, and GB promised to ask Derek Passarelli, the acting Deputy Manager of the Golden Field Office, about this so it could be addressed at the June meeting.
- DH made the announcement that the eXtension group has launched their website as of Earth Day, April 22, 2010. The site is an interactive learning environment delivering information and updates from colleagues across all land-grant universities. He specifically called attention to the Home Energy area. This is the portion with which STEAB assisted, in partnership with DOE and other resources. For more information, he asked all to visit the web site at [www.extension.org](http://www.extension.org).
- JS asked if there were any other comments or points for discussion. Seeing as there were none, JS thanked all members for their time and closed the meeting.

*The State Energy Advisory Board May teleconference call concluded at 1:35 p.m. EDST.  
Minutes were scribed by Emily Lindenberg (SENTECH, Inc.).*

# APPENDIX A

## United States Department of Energy State Energy Advisory Board (STEAB)

### *Resolution 10-01*

**Topic:** U.S. Department of Energy, Cooperative Extension Service, and State Energy Offices Collaboration on energy efficiency and renewable energy education for America.

**Background:** Record energy prices and a heavy reliance on foreign oil are resulting in increased interest in energy efficiency and the utilization of renewable energy. National and world efforts to set low-carbon emission standards are also driving demand for conservation, efficiency and renewable energy. The adoption of new technologies, energy-conserving practices, and renewable energy could be significantly enhanced through demonstration and educational efforts that provide knowledge and focus on behavior change. The U.S. Department of Energy (DOE) and U.S. Department of Agriculture (USDA) through land-grant universities are actively engaged in developing new energy technologies, researching energy-efficiency practices, evaluating renewable energy sources, and supporting the market transformation of these activities. Significant energy savings could be realized if end-users adopt these technologies and practices, and make behavior changes. By embracing these practices, jobs can be created, energy dependency can be reduced, and environments can be improved.

The Cooperative Extension Service (CES) is the major educational outreach agency of land-grant universities and is affiliated with the USDA National Institute for Food and Agriculture.

CES has a strong history of consumer trust. Research shows that establishing trust and integrity in communities is essential prior to observing and documenting changes in human behavior. This level of trust takes time to develop as an organization. Evaluated results show that CES faculty are valued and trusted sources of information.

CES also has a premier youth education program called 4-H and a network of over 3,000 County Extension Offices that reaches into virtually every community across the country and provides life-long learning for citizens. This educational work is facilitated through community partnerships (local governments, home weatherization programs, community action agencies, etc.) that provide a platform for transformational learning. This approach seeks actionable change in behavior, habits and practices.

Recently, CES launched a national, on-line educational environment called “eXtension” designed to provide continuous learning opportunities for consumers. Energy-efficiency and renewable energy education is being incorporated into this educational system that will have a significant impact on getting consumers to adopt clean-energy practices. Combining these activities with ongoing State Energy Office (SEO) initiatives (e.g., State Energy Program, Energy Efficiency and Conservation Block Grants, and Weatherization Assistance Program activities) will help leverage DOE’s efforts to maximize the acceptance and adoption of energy-efficiency and renewable energy practices across the nation.

**Issue:** Most Americans do not fully appreciate or understand the significant benefits that renewable energy and energy efficiency technologies offer. Community education leading to transformational learning is needed to capture the hearts and minds of Americans on the benefits of clean energy and its applicability to their lives. The CES’s history of consumer trust and strong community partnerships could provide cost effective and rapid adoption of energy efficiency and renewable energy practices across the United States. Not since the early 1980s has funding been provided for CES to integrate energy efficiency and renewable energy into land-grant universities’ outreach and deployment channels.

SEOs provide leadership to maximize the benefits of energy efficiency and renewable energy through awareness, technology development, and partnerships. Every state supports an SEO, but funding limitations restrict the SEO's capacity to educate residents statewide on a local community level. Together, these organizations, CES and SEOs, could leverage enhanced resources from DOE and USDA to improve practices of Americans to use and generate clean energy to improve local economies on a national basis.

**Recommendation:** STEAB respectfully encourages the DOE to initiate an active dialogue with USDA to establish formal agreements among EERE, CES and the SEOs to enhance the education of American citizens regarding energy efficiency and renewable energy. The end result would be a broader-scale adoption of renewable energy and energy efficiency practices. STEAB could serve as the national convener for the dialogue necessary to establish these agreements and facilitate the exchange of information among DOE, the CES and SEOs that will be necessary for these collaborative efforts to succeed. STEAB would also collect and provide DOE with success stories from these efforts.

Several arrangements could be used to establish this unique partnership. STEAB recommends that the DOE consider the following options for establishing the formal agreements needed for this partnership and to identify the needed funding resources:

- 1) Establish a Memorandum of Agreement (MOA) between the Office of Energy Efficiency and Renewable Energy and the USDA National Institute of Food and Agriculture. The MOA would identify the national leadership and management needed to establish and deliver this effort within states across the country. The shared resources needed to accomplish this effort would also be identified through the MOA.
- 2) The Office of Energy Efficiency and Renewable Energy establish program guidance and resources directed through the SEOs that creates the collaboration between CES and the SEOs. This arrangement would look to individual SEOs to partner with their state CES to establish the educational partnership outlined in this document.

**Next Steps:**

Authorize STEAB to initiate a dialogue with USDA and EERE / DOE to:

- a. Explore interest in this proposed partnership; and if positive,
- b. Convene a meeting between USDA and EERE / DOE to develop formal agreements that would establish this proposed partnership.

*Unanimously Adopted by the STEAB on January 21, 2010*

# APPENDIX B

## United States Department of Energy State Energy Advisory Board (STEAB) Resolution 10-02

**Subject:** Strategic Focus on the Need for a New EERE-Wide Implementation Paradigm through Partnerships and Collaboration

**Background:** With the passage of the Recovery Act, the Department of Energy has undertaken enormous new management challenges as it implements both new and rapidly expanding energy programs designed to enhance US economic competitiveness, job creation, and national energy security. Innovation and management experts agree that implementing these programs to scale will require:

- (1) Public-private-community collaboration at unprecedented levels;
- (2) Flexible funding and program implementation models reflective of different capacities (e.g., policy, technical, renewable resources, etc.) in States and Regions; and
- (3) New forms of bottom-up implementation, front-line technical assistance, and creative consumer marketing that can accelerate program adoption and learning.

Given the interconnectedness of DOE programming to a wide range of other federal, State, local and private efforts to promote sustainable infrastructure, economic development, and agriculture, implementation experts agree that new forms of accelerated collaboration, rather than “one-size fits all” approaches, will be key to speed, scale and success for EERE and DOE.

**Recommendations:** The State Energy Advisory Board recommends that EERE should support and foster the creation of local / State / Regional and inter-agency mechanisms and meaningful collaborative partnerships to drive more of these bottom-up outcomes, including innovation, job creation, and stakeholder engagement. For example, we support the appropriate expansion of current DOE pilots in stakeholder “road show” engagement, integrated deployment, and the planned E-RIC.

We strongly encourage program design, not just implementation, to be bottom-up in character, from onset to announcement. We believe that this extra effort will be critical to building deeper stakeholder engagement and net program benefits. In this regard, STEAB – with its broad and informed membership representing a diverse mix of key stakeholder groups – should be more actively utilized in these efforts.

We also strongly recommend that the agency engage with the STEAB and other entities in strategic, proactive discussions around overall program modernization, finance, and budget planning for both a post-ARRA environment and the development of national energy structures and objectives that can support the President’s energy and job creation agenda.

**Next Steps:** Given that STEAB is comprised of a select group of individuals from across the US who volunteer their time, at the Secretary’s request, to serve on this Federal Advisory Board, STEAB is committed to undertaking various activities in conformance with its Charter to advance the broad energy issues noted above.

*Unanimously Adopted by the STEAB on May 20, 2010*