



**Embargoed Until  
July 20th, 2009  
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**For More Information  
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## **SEEA Awards \$500K to Charlottesville/Albemarle, VA to Create Comprehensive Energy Program**

**New program will give residents easier access to lower energy bills**

Charlottesville, VA, July 20, 2009-- The Southeast Energy Efficiency Alliance (SEEA) today awarded the city of Charlottesville and county of Albemarle, VA \$500,000 (Five Hundred Thousand Dollars) for their proposal to create a local energy program designed to achieve unprecedented energy and water savings by retrofitting buildings and installing renewable technologies in all end use sectors. The program is designed to achieve 30% - 50% market penetration and a 20% - 40% efficiency gain in 5-7 years.

"The City and County put together an outstanding proposal which uses the best energy efficiency practices and programs from around the country, creating an exciting new program design," said Ben Taube, SEEA Executive Director. "Charlottesville and Albemarle County will make it easy for all residents and businesses to save money and energy, while achieving unprecedented levels of energy efficiency, job creation and significant reductions in its carbon footprint."

The proposal was one of sixteen submitted, by Asheville, NC; Bowling Green, KY; Charleston, SC; Decatur, GA; Fayetteville, NC; Huntsville, AL; Miami, FL; Nashville, TN; Jacksonville, FL; Baldwin County, AL; St. Petersburg, FL; Celebration, FL; Bessemer, AL; Plug In Carolina; and Renewable Energy Mississippi. SEEA will provide some level of technical assistance to all the applying cities to help implement their proposals, but only one cash award was given. All proposals will be made available at [www.seealliance.org](http://www.seealliance.org).

"I am excited to see the great strides Charlottesville and Albemarle County are making with the Southeast Energy Efficiency Alliance on this new energy efficiency program. I congratulate the Local Energy Alliance Program on receiving this grant for the new energy service." Virginia Governor Tim Kaine said. "The LEAP will serve as a model how other communities in Virginia can work with their citizens and businesses to conserve energy and address the challenges of climate change."

Dubbed the Local Energy Alliance Program (LEAP), the program design includes a public-private partnership and a market-making approach; a focus on building science, systems, and usage behavior; a first emphasis on energy efficiency; and, a plan to deliberately phase in alternative/renewable generation. LEAP will help put people to

work and revitalize the local construction industry, while growing the performance contracting market at such a scale that will develop new economic sectors, businesses, and infrastructure.

“Albemarle County is very pleased and proud to be part of this partnership that is going to help create real and meaningful changes in our community’s energy consumption and emissions, and we thank SEEA for awarding us this grant that will let us reach our aggressive goals and promote job creation in the region,” said David Slutzky, Chairman of the County Board of Supervisors.

Additionally, both Charlottesville and Albemarle are dedicating funds from the Energy Efficiency and Conservation Block Grant funding they will receive through the American Recovery and Reinvestment Act of 2009, giving the new program an additional \$255,000 in start up funding, \$60,000 of which from County allocations. LEAP programs are expected to be available to customers by early 2010.

"This is an exciting day for our community and a great opportunity for Charlottesville households," said Charlottesville Mayor David Norris. "We look forward to working with our partners in this effort with our goal to become the most eco-friendly region in the country. We thank SEEA for their interest and their sensible stewardship of the environment."

Reviewed by an advisory panel of national experts, the proposals were graded using criteria such as: the depth of community involvement and support; comprehensiveness of the plan, including program design, milestones, and demonstrated understanding of the community’s market and energy characteristics; reasonableness of project objectives; and innovation in program design, marketing strategy, technology focus, and financing options.

“This program model will not only benefit to Charlottesville and Albemarle, but also adaptable to and replicable to other Southeast communities as well as the entire country,” continued Taube. “SEEA will work with cities across the Southeast to replicate Charlottesville/Albemarle’s program design.”

Funding for the award has been generously provided by the Kresge Foundation; Kendeda Fund; **Overbrook Foundation**; and Southern Company Charitable Foundation, Inc.

The Southeast Energy Efficiency Alliance promotes energy efficiency for a cleaner environment, a more prosperous economy, and a higher quality of life in the Southeastern region of the United States. [www.seealliance.org](http://www.seealliance.org)

Attachments: Bio’s of SEEA Proposal Review Team; LEAP Information Sheet

SEEA Proposal Review Team:

**Kateri Callahan** has been the President of the Alliance to Save Energy since January 2004, serving as the principal spokesperson for the Alliance in promoting energy efficiency worldwide as our most abundant, cost-effective and cleanest energy resource. Callahan leads a staff of more than fifty and oversees a budget of \$9 million annually that supports energy efficiency projects. Kateri oversees the Alliance Board of Directors, which includes Members of Congress and top executives from companies and utilities. Callahan serves as the Co-Chair of The Keystone Center Energy Board and on the Boards of the Business Council for Sustainable Energy, the Building Performance Institute, and The Keystone Center. She also serves on an advisory council to the periodical Better Homes and Gardens and to the U.S. Chamber of Commerce. In June 2009, Callahan was among the 23 inaugural inductees to the new Energy Efficiency Hall of Fame established by Johnson Controls Inc. and the United States Energy Association. Callahan graduated from the University of Louisville (B.A.).

**Andrea Denny**, Local Climate and Energy Program Manager, works in the State and Local Branch of US EPA's Office of Air and Radiation. The branch focuses on supporting state and local governments who are developing policies and programs to address climate change and clean energy. These measures reduce emissions of air pollution and greenhouse gases, save customers money, promote economic development, and create jobs. The branch assists state and local governments in their efforts by providing technical assistance, analytical tools, and outreach support. Ms. Denny manages the Local Climate and Energy Program and the Climate Showcase Communities grant program. Ms. Denny received an M.S. in Geography and an honors B.S. in Chemistry from the Pennsylvania State University. She has been with EPA since 1999.

As the U.S. Services Director for ICLEI USA, **Kim Lundgren** oversees all of the membership services and the regional offices. In this capacity, Kim establishes service standards and protocols, creates new membership engagement opportunities, and facilitates the growth of ICLEI's Regional Office Model. Kim joined ICLEI in 2005, as the Northeast and Mid-Atlantic Regional Director, to open ICLEI's first regional office in Boston, MA. During that time, she grew the office to its current five full time staff and supported a doubling of the membership in the region. Before joining ICLEI, she was the Director of the City of Medford's Energy & Environment Department where she was responsible for all energy efficiency and environmental initiatives in the City, including the development and implementation of the City's Climate Action Plan. Through this plan the City reduced emissions of greenhouse gases and criteria air pollutants through various measures related to buildings, transportation, lighting, clean energy installation, and education.

**Jay Hakes** has served as Director of the Jimmy Carter Presidential Library and Museum since June of 2000. An alumnus of the Carter administration, Hakes spent most of his time there as an assistant to Secretary of Interior Cecil Andrus. Jay worked with Florida Governor (later Senator) Bob Graham where he held numerous positions including Director of the Governor's Energy Office, Deputy Chief of Staff, Chief of Staff and

Director of Senator Graham's Florida Office. During most of the 1990's, Hakes headed the highly regarded Energy Information Administration at the U.S. Department of Energy. He continues to speak on contemporary energy issues and the modern presidency combining both interests in his book, *A Declaration of Energy Independence* (John Wiley & Sons, Inc., July, 2008). He has testified before congressional committees more than 25 times and has appeared in national print and electronic media on numerous occasions to discuss energy issues. Formerly a professor of political science at the University of New Orleans, he holds a Ph.D. from Duke University.

**Brian Henderson** has over 34 years of experience in energy efficiency for both public and private organizations as a consultant, senior manager, department head, program designer and project engineer. He is currently an independent energy management consultant involved with the Natural Resources Defense Council (NRDC) encouraging greater energy efficiency in South Carolina, North Carolina and Georgia. He has been an expert witness testifying at Commission Hearings and providing program recommendations to utilities, as well as a member of the Georgia Power DSM Working Group helping with the design of their energy efficiency programs. Mr. Henderson is also an energy consultant for The World Bank, as a member of an international team assisting South Africa with the design of energy efficiency programs, including the research of international opportunities for energy performance contracting in public buildings. For over 12 years, Mr. Henderson was also the Director of Energy Efficiency Services at the New York State Energy Research and Development Authority (NYSERDA). Mr. Henderson has a B.S. in Physics and a M.S. in Mechanical Engineering.



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## LOCAL ENERGY ALLIANCE PROGRAM July 2009 Summary / Information Sheet

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### What is it?

A local energy program designed to achieve unprecedented energy and water savings by retrofitting buildings and installing renewable technologies in all end use sectors. The program is being designed to achieve 30% - 50% market penetration and a 20% - 40% efficiency gain in 5-7 years.

The program design includes a:

- Public-private partnership and a market-making approach
- Focus on building science, systems, and usage behavior
- First emphasis is on energy efficiency
- Plan to deliberately phase in alternative/renewable generation

LEAP's goal is to grow the performance contracting market at such a scale that will develop new economic sectors, businesses, and infrastructure. LEAP will help put people to work and revitalize our local construction industry.

An important underlying goal is to create a program model that is appropriate to our region, but also adaptable to and replicable in other Commonwealth communities. Another critical program goal is to establish a market-centric, self-sustaining approach that realizes greater outcomes than traditional grant-based approaches and has investment appeal.

### Why do it? Who benefits?

- The Community – this approach is designed to save energy, save money, and create jobs. It ties together, strengthens, and leverages the region's unique assets into a community-based alliance that creates a sustainable energy future for our region.
- The University of Virginia architecture and engineering faculty also have students who are engaged in supporting this endeavor through internships and research.
- Piedmont Virginia Community College (PVCC) is on the path to become a Building Performance Institute (BPI) Affiliate to train people for energy auditing certification, and it will also serve as our local contractor-training center for performance contracting and renewable energy endeavors.

