



Roundtable on Educating Consumers Around State Financing Programs

Agenda

December 4th, 2018

Conference Room 310 • South Carolina Department of Social Services • 1535 Confederate Ave.
• Columbia, SC 29201-1915

9:30 a.m. – 9:45 a.m.

Registration

Coffee will be provided.

9:45 a.m. – 10:00 a.m.

Introductions

Participants will provide a brief overview of their work and their key challenges, opportunities, and assistance needs in undertaking clean energy financing projects in South Carolina.

10:00 a.m. – 10:15 a.m.

Opening Remarks

A speaker from the South Carolina Energy Office will provide a brief overview of the current energy financing situation in South Carolina and the goals for the roundtable. Reverend Boseman will provide opening remarks on her perspective on South Carolina's current energy financing situation and where she sees opportunities for greater market penetration and challenges with providing financing via existing programs.

Speakers:

Catherine Reed, Deputy Director of Energy, South Carolina Energy Office
Rev. Brendolyn Jenkins Boseman, Founder and CEO, The Imani Group, Inc.

10:15 a.m. – 11:15 a.m.

Optimizing Financing Programs to Serve Low-Income Customers in South Carolina

Speakers from the U.S. Department of Housing and Urban Development (HUD), U.S. Department of Energy (DOE), and the South Carolina Office of Economic Opportunity will provide overviews of the energy financing programs and opportunities for South Carolina's low-income consumers that they offer. Participants will then engage in a discussion around how to best coordinate financing efforts to ensure that low-income customers in South Carolina have access to low-interest financing to make energy upgrades to their properties.

Speakers:

Michael Freedberg, Senior Advisor for High Performance Buildings, Office of Energy and the Environment, U.S. Department of Housing and Urban Development

Eleni Pelican, Senior Advisor, State and Local Finance Partnerships and Technical Assistance Weatherization and Intergovernmental Programs, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy

James Miller, Director, South Carolina Office of Economic Opportunity

11:15 a.m. – 12:15 p.m.

Overview of South Carolina Energy Programs and State Financing Program Inventory

South Carolina Energy Office staff will provide an overview of current known financing programs for clean energy in the state and discuss the current status of the financing program inventory they have been developing, then the remaining speakers will provide overviews of the energy and financing programs they run in the state. Participants will then use the remaining time to discuss what they heard from the morning's panels and how that information can be used to improve outreach strategies for

Speakers:

Catherine Reed, Deputy Director of Energy, South Carolina Energy Office

Jim Rabon, Manager, Conservation & Energy Efficiency, Retail Operations, Santee Cooper

Therese Griffin, Manager, Demand Side Management & Energy Efficiency, South Carolina Electric & Gas

Michael Smith, Electric Cooperative of South Carolina

Lynda Sleighter Shafer, Strategy & Collaboration Manager, Duke Energy

12:15 p.m. – 1:00 p.m.

Lunch

Lunch will be provided.

1:00 p.m. – 1:30 p.m.

Discussion Around Marketing Programs and Outreach Strategies for Underserved Markets

Participants will engage in a discussion around how best to collaborate to better market the state's existing finance programs to sectors that are not as familiar with and utilize the programs available to them.

Discussion Starter:

Therese Griffin, Manager, Demand Side Management & Energy Efficiency, South Carolina Electric & Gas

1:30 p.m. – 2:15 p.m.

Gap Analysis and Discussion Around the Energy Financing Programs Inventory

Participants will discuss the current list of programs in the Energy Financing Programs Inventory and suggest additions, changes, or deletions where needed. Participants will then discuss

possible ways to utilize this Inventory to educate customers about potential financing products they may be unaware of.

2:15 p.m. – 3:15 p.m.

Development of Flowchart to Assist Customers with Choosing the Right Energy Financing Program

One of the key issues surrounding increasing the uptake of existing energy financing programs is effectively educating consumers around which of those programs are the most appropriate ones to utilize given their goals and financial situations. Participants at the roundtable will begin to draft a flowchart that will be provided to potential customers as a reference for helping them navigate South Carolina’s financing programs.

3:15 p.m. – 3:30 p.m.

Wrap-up and Takeaways

NASEO will synthesize major themes, follow-up items, and next steps from the discussion, and invite participants to share their key takeaways.