



## **Roundtable on Educating Consumers Around State Financing Programs Final Agenda**

December 4th, 2018

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

9:30 a.m. – 9:45 a.m.

### **Registration**

9:45 a.m. – 10:00 a.m.

### **Introductions**

10:00 a.m. – 10:15 a.m.

### **Opening Remarks**

*Speakers:*

*Catherine Reed, Deputy Director, Energy Office, South Carolina Office of Regulatory Staff  
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:*

*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*

*Discussion Questions:*

- *Which programs do you feel offer the most similarities to South Carolina's situation? What lessons from them do you feel could be adapted to the state's energy context?*
- *Why would these models work for South Carolina? Why might they not?*
- *Where do you see opportunities to work with the agencies that help implement LIHEAP/WAP in South Carolina? What can we be doing to increase their outreach capabilities?*

11:15 a.m. – 12:15 p.m.

### **Overview of South Carolina Energy Programs and State Financing Program Inventory**

*Speakers:*

*Conn Fraser, Energy Specialist, Energy Office, South Carolina Office of Regulatory Staff*

*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 Sleigher Shafer, Strategy & Collaboration Manager, Duke Energy*

*Discussion Questions:*

- *What are some ideas that South Carolina has used in the past for financing? What has worked? What hasn't?*
- *What are some ideas that we can use from these programs to reach underserved customers?*

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**

*Discussion Starter:*

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

*Discussion Questions:*

- *Where do you see current marketing efforts for financing programs in the state succeeding?*
- *Where are there still challenges/areas that are not being marketed enough?*
- *What marketing programs in other areas have you noticed that have been particularly successful in attracting customers to a program?*
- *What extra steps do you think the state's financing programs need to take to ensure underserved groups can navigate the process of applying for financing? Are there areas that can be streamlined?*
- *What partnerships with financiers do you see having potential to break into these markets?*

1:30 p.m. – 2:15 p.m.

### **Gap Analysis and Discussion Around the Energy Financing Programs Inventory**

*Discussion Questions:*

- *Where do you see South Carolina being strong in energy financing? Where is the state lacking in energy financing options?*
- *Where would you like to see new programs created? What areas should be the focus of those programs?*
- *What are the first steps you feel that the state can take to begin overcoming the gaps in energy financing in the state?*
- *What programs are not included on the financing programs Inventory that should be included?*
- *What tweaks can you make to your own program that could help it reach more underserved populations, or better reach the economic sectors it was designed to provide financing for?*

2:15 p.m. – 3:15 p.m.

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

3:15 p.m. – 3:30 p.m.

**Wrap-up and Takeaways**