



**EfficiencyFirst**  
**Finance and Incentives Committee**

In our young and dynamic industry, rules are still being written, business models are still developing, and opportunities abound. Knowledge and industry visibility are critical elements to succeed and thrive in this environment. Join us in helping shape this industry through your participation with an Efficiency First committee.

As a committee member, you become a critical player in helping to build the home performance industry while keeping your company at the forefront of the information flow. Participation gives you direct access to key players, market insights and success stories across the industry. Knowing the market, its challenges and uncovered opportunities will help you grow your business and help us all drive this industry forward.

**Finance and Incentives Committee:**

The Efficiency First Finance and Incentives committee is comprised of industry professionals with visibility into the home performance workforce development efforts. Members include leaders dozens of contractors, leaders from Renewable Funding, DOE Lawrence Berkley Labs, Greener Dawn, EcoBeco and others.

As a committee member you will take a leadership role in developing and sharing industry best practices. Specifically, this committee will give attention to:

- Structuring incentives to increase consumer demand and maximize energy savings
- Designing audit incentives to boost audit-to-retrofit conversion rates
- Transitioning from product-based to performance-base efficiency retrofit incentives
- Enabling homeowner investment through PACE financing, On Bill Utility financing and other consumer lending

**Committee Membership:**

As a member, you are expected to contribute. At a minimum, you will participate in monthly conference calls with other committee members and industry leaders. You may be called on to help research specific market needs or to assist in producing best practices documents. The workload will vary from several hours a month to several hours a week, depending on the needs of the committee.

In return, you can expect to have full visibility into the information flow from all the best practices committee and access to resources in advance of the full Efficiency First membership. Volunteer participation is what drives our organization, and we strive to make this a rewarding effort for everyone involved.

Current Committee Chair: Brian Toll, EcoBeco (MD/VA)