

## Services Offered

Our work is primarily focused on the residential energy efficiency and clean energy sector and includes:

- Program design and implementation
- Community-based marketing program development and administration
- Innovative financing strategies
- Aggregation of residential energy and demand savings; and
- Public policy development

## Current Projects

### Program Development

- Developed a comprehensive community-based residential energy efficiency program, the “Neighbor-to-Neighbor Energy Challenge – A Community Energy Savings Project” with partners including the Student Conservation Association, SmartPower, Efficiency 2.0, Clean Water Fund, Connecticut Clean Energy Fund, Connecticut Energy Efficiency Fund, AFC First Financial, and MIT (Ongoing)
  - Recruited 14 municipalities in Connecticut to participate in a pilot and jointly apply for federal competitive Block Grants (currently awaiting awards announcements)

### Consulting

- Concept development for a national Clean Energy Finance Center for the Emily Hall Tremaine Foundation. (Ongoing)
- Program design and support to SmartPower in conjunction with contracts they have in Arizona and Massachusetts for residential solar energy installations and energy efficiency programs. The focus of the work is on performance-based incentive program design, development of program metrics, and measurement and evaluation. (Ongoing)

## Notable Accomplishments

### Regulatory

- Advocated for greater use of residential financing strategies for Connecticut’s utility ratepayer efficiency fund (Oct-Nov 09)
- Advocated before state regulators for more transparency and greater private market participation in Connecticut’s Class III RPS Market (Mar-Sep 09)
- Won a favorable draft decision from the Connecticut regulators for our Community Energy Savings Lighting Project, the first company to be approved to aggregate residential energy savings (Jun 09)

- Established the 1<sup>st</sup> residential compliance market for energy efficiency credits in the US (Sep 08)

### **Policy, Advocacy and White Papers**

- Member of the CT Dept. of Public Utility Control's (DPUC) Home Energy Solutions working group, focused on residential financing options and market transformation (Ongoing)
- Member of an ad-hoc group of environmental NGOs and businesses developing a platform for residential energy efficiency policies (Ongoing)
  - Earth Markets is responsible for offering expertise and legislative recommendations on Property Assessed Clean Energy (PACE) financing, options for structuring a statewide revolving loan fund, and appropriate entities for managing innovative financing programs
- Member of an ad-hoc group advising CT Energy Conservation Management Board consultants on residential financing options (Ongoing)
- Testimony before the Connecticut Legislature on expansion of the Class III RPS (Mar 09) and use of energy related stimulus funds (Jun 09)
- "[The Creation of an Energy Efficiency Resource Standard and Process Allowing Residential Aggregation](#)" (Jun 09)
- Developed public event on residential energy efficiency with panel of national experts for the CT General Assembly Energy & Technology Committee (Mar 09)
- "[PolicySmart Proposals that Support an EnergySmart Connecticut](#)" and proposed legislation to expand the Class III RPS (Jan-Mar 09)
- "[Advancing Residential Energy Efficiency through the Use of Tradable, Verifiable, and Credible Energy Savings Certificates](#)" (Nov 08, updated Jun 09)

### **Awards and Recognition**

- Chosen to be the first organization to present at the [MIT Enterprise Forum of Connecticut's](#) inaugural "Concept Coaching Clinic," a new format where businesses present an innovative idea and receive detailed feedback from a panel of experts and the audience. (Mar 10)
- Finalist in the Policy/Advocacy category for the Hartford Business Journal Energy Summit Awards (Sep 09) – recognition of our work to open up Connecticut's energy efficiency credit market to residential aggregation and make the policy work for communities and residents
- Finalist for The Earth Awards (Jan 09) – recognition for our innovative business model and [interview by Charlie Rose](#)

### **Press**

- [Wall Street Journal coverage](#) of Earth Market's model for paying for energy efficient lighting by selling the aggregated household energy savings in the state's energy efficiency credit market, and the applicability of the model to federal and other state policymakers (Jun 09)

## **Principals Backgrounds**

Kerry O'Neill and Bryan Garcia met in the summer of 2008 through a regulatory proceeding, of all things. Kerry was researching how Connecticut's new compliance market for energy savings could be used as a financing vehicle for residential energy efficiency projects. And Bryan was arguing before the regulators why this new market should be opened up to residential aggregators, so Connecticut residents would be able to benefit from

these public policies that they were paying for. Turns out we both had the same business idea, except that Bryan had come at it from the bottom up thinking about Connecticut communities and Kerry had come at it from the top down, thinking about a scaled-up national model.

Kerry works full time at Earth Markets and Bryan works part time. We are both committed to building a social venture that incorporates the principles of “People. Planet. Profit.”

**Kerry O’Neill, President**, has conducted extensive research on the energy efficiency sector, utilities, regulatory frameworks, new models for financing energy efficiency and renewable energy at scale, and emerging environmental market schemes. This culminated in the idea for Earth Markets with her partner and co-founder, Bryan Garcia. Earth Markets is a social venture which develops residential energy efficiency programs that combine community-based social marketing with environmental markets and finance, and also provides consulting services for market-based policy development. Kerry has become an expert in the emerging policies and finance structures that support energy efficiency investment at scale, testifying at regulatory and legislative hearings and advising organizations.

Kerry is an executive with over 20 years of management experience in diverse sectors including financial services, direct marketing, e-commerce, and educational services holding increasingly senior roles in operations, strategy and marketing. As CEO of an online division of Cendant, Kerry oversaw all aspects of the business, including the spin-off and creation of an independent company. As EVP at Clayton, a private-equity backed firm, Kerry was a member of the executive team when the company went public and ran the largest business unit, overseeing revenue growth of more than 30% each year from 2004 to 2006 and doubling the gross margin of the business in 2006. Kerry has a gift for identifying strategic trends and developing business models that take advantage of these trends. She is adept at aligning strategies and operational plans – especially during periods of market disruption – including translating concepts into viable growth strategies; establishing operational excellence to support sustainable growth; and planning and executing business development campaigns that improve market share and financial performance.

Kerry earned a BS in computer science and engineering from MIT and a masters degree from NYU's Interactive Telecommunications Program. She has sustained an abiding passion for education reform and has been active in education initiatives at the community level for the past several years.

**Bryan Garcia, Chief Community Officer**, is Program Director of the Center for Business and the Environment at Yale, Co-Editor of *Carbon Finance: Environmental Market Solutions to Climate Change*, and former Director of Energy Market Initiatives for the Connecticut Clean Energy Fund. Bryan was the designer of the DOE-EPA award-winning Clean Energy Communities program that was financed by a renewable energy credit trading program he devised while at the Fund. Bryan has a Masters in Environmental Management from Yale, an MBA and MPA from NYU, and BS in Political Economy of Natural Resources from UC Berkeley. He is a Returned Peace Corps Volunteer from Kazakhstan where he focused on environmental education and NGO capacity building. In addition to his passion for engaging citizens to take local actions on climate change, Bryan serves(ed), on various advisory boards including SmartPower (treasurer), Climate Culture, Connecticut Green Building Council (chairman), The Climate Group, and the Clean Energy States Alliance.

Bryan knows how to translate complex public policies, energy efficiency technologies and economic analyses into a message that is compelling to community leaders and citizens. And he knows how to design campaigns that are sustainable over the long term, using performance-based incentives and competitions and other community-building activities.