

U.S. Department of Commerce  
Renewable Energy and Energy Efficiency Advisory Committee  
Fourth Charter, 2016-2018

December 22, 2016  
11:00 AM Eastern  
Teleconference

AGENDA

**Welcome and Introductions**

Cindy Thyfault, REEEAC IV Chair

Vickie Gunderson, Designated Federal Officer of the REEEAC, U.S. Department of Commerce

**Letter Task Force Update, Review, & Approval Voting**

Ken Kramer, Letter Task Force Lead

Cindy Thyfault, REEEAC IV Chair

**Priority Survey Results, Sub-Committee Formation Discussion, & Next Steps**

Rani Chatrath, REEEAC IV Vice-Chair

Cindy Thyfault, REEEAC IV Chair

**Committee Meeting Dates**

Cindy Thyfault, REEEAC IV Chair

**Next Steps**

**Public Comment & Adjourn**

## Survey Analysis (12/18/16)

PRIORITIES RANKED	
1st Mkt Outreach & Education	7.6765
2nd Finance	7.8824
3rd Mkt Access	8.1176
4th Export Competitiveness	9.5294

- **Priorities Breakdown:** Analysis is based on taking the average of all surveys received with rankings from 1-16 (1 being highest priority and 16 being lowest priority). Across the board, there isn't a high standard of deviation between activities/subcommittees.
- **Highest Ranked Priority:** Action Item #1 is ranked as the most important activity (i.e. communicating RE&EE to Sec of Commerce and staff)
- **Highest Number of Subcommittee Members To-Date:** Finance has the highest number of subcommittee members to-date. Finance is a top priority for the RE&EE sector as a whole.
- **Highest Priority Standard of Deviation:** Mkt Access had the highest standard of deviation between priorities. Within this category, "Analyzing international markets to highlight early wins" was ranked the top priority (rating of 5.6) and "Recommendations for offsetting Chinese Market manipulation" was ranked with the lowest priority (rating of 12.25), perhaps due to specificity of this market over others.
- **Highest/ Lowest Priority Items Across Subcommittees:** Highest priority item is "Communicate the REEE opportunity to the Secretary of Commerce and staff" under Mkt Outreach and Education. Lowest priority item is "Review the new exporting app and other tools for assisting US exporters and buyers" under Export Competitiveness.

## SUBCOMMITTEE BREAKDOWN (as of 12/18/16)

<b>FINANCE SUBCOMMITTEE MEMBERS</b>	<b>RECOMMENDATIONS FROM</b>	<b>...FOR ACTION ITEM</b>
Rani Chatrath	Trey Taylor	All
Scott Sklar	Laura Van Wie McGrory	#1
Mike Davis	Phillip S. Green	#2
Jonathan Stewart	Gary Racliffe	#3,#4
Adam Atkinson-Lewis		
Arthur Haubenstein		
Bruce Bauchmire		
Joseph Mendelson III		
Kusum Kavia		
Matt Card		
Mita Burke		
Cindy Thyfault		
Kevin Smith		
Zolaikha Strong		

<b>MKT ACCESS SUBCOMMITTEE MEMBERS</b>	<b>RECOMMENDATIONS FROM</b>	<b>...FOR ACTION ITEM</b>
Rani Chatrath	Trey Taylor	All
Phillip S. Green	Cindy Thyfault	#1,#2
Scott Sklar	Bruce Bauchmire	#2
Jonathan Stewart	Greg Merritt	#1
Arthur Haubenstein	Laura Van Wie McGrory	#1
Bruce Bauchmire	Matt Card	#3
Joseph Mendelson III		
Kelly Davis		
Mita Burke		
Gary Racliffe		
Kevin Smith		
Zolaikha Strong		

<b>MKT OUTREACH &amp; EDUCATION SUBCOMMITTEE MEMBERS</b>	<b>RECOMMENDATIONS FROM</b>	<b>...FOR ACTION ITEM</b>
Bruce Bauchmire	Adam Atkinson-Lewis	#4
Greg Merritt	Arthur Haubenstein	All
Laura Van Wie McGrory	Joseph Mendelson III	#3
Zolaikha Strong	Kelly Davis	#1, #2
Cindy Thyfault	Kusum Kavia	#2
Gary Racliffe	Matt Card	#1
Kevin Smith	Phillip S. Green	#2
	Mita Burke	#1

<b>EXPORT COMPETITIVENESS SUBCOMMITTEE MEMBERS</b>	<b>RECOMMENDATIONS FROM</b>	<b>...FOR ACTION ITEM</b>
Trey Taylor	Rani Chatrath	#4
Adam Atkinson-Lewis	Scott Sklar	All
Joseph Mendelson III	Jonathan Stewart	#1
Kelly Davis	Laura Van Wie McGrory	#2
Phillip S. Green	Gary Racliffe	#1,#2
Kusum Kavia		
Matt Card		
Mita Burke		
Zolaikha Strong		

# Ranking of Priorities within Subcommittees

<b>Mkt Outreach &amp; Education</b>				
	Action Item #1	Action Item #2	Action Item #3	Action Item #4
	Communicate the REEE opportunity to the Secretary of Commerce and staff	Education through webinars, white papers and brochures to effectively communicate the opportunity for US exporters and provide a more trained workforce that can assist US exporters and connect with potential buyers.	Recommendations to TPCC working group to assist US government programs to work together and provide more aggressive exporter support	Look for ways to connect new technologies for export assistance and easy-to-understand guidelines to encourage more exports from new exporters.
RANKING:	3.5	8.944444444	7.611111111	8.722222222

<b>FINANCE</b>				
	Action Item #1	Action Item #2	Action Item #3	Action Item #4
	Policy recommendations for Ex-Im, OPIC, USAID, USTDA, and other agencies that can strengthen the access and market potential of REEE goods and services abroad.	Look for synergies for relationships and financing opportunities with international development banks and other agencies. Create an approach where we can blend and optimize these export assistance programs and how to make the best of them.	Facilitate financial policy to accelerate US Manufacturing Capacity for Export to create US jobs	Review R&D programs at DOE, NIST, and other agencies to make recommendations on short term investments that could yield short-term wins
RANKING:	5.555555556	7.277777778	7.611111111	9.294117647

# Ranking of Priorities within Subcommittees

<b>MARKET ACCESS</b>				
	Action Item #1	Action Item #2	Action Item #3	Action Item #4
	Analyzing key international markets for REEE products and services to highlight "early wins". Review the Top Markets reports and make recommendations for any updates.	Use surveys and other tools to gather information from the REEE community regarding trade barriers in key markets to drive detailed, recommendations.	Identifying Regulatory and Tariff Barriers in key markets and make recommendations, focused, including Chinese market manipulation.	Recommendations for offsetting Chinese Market Manipulation
<b>RANKING:</b>	5.647058824	6	8.3125	12.25

<b>EXPORT COMPETITIVENESS SUBCOMMITTEE</b>				
	Action Item #1	Action Item #2	Action Item #3	Action Item #4
	Recommendations to accelerate US Manufacturing Capacity for Export to create US jobs	Use the Smart Cities survey to further define export opportunities in key markets and make recommendations that best suit those markets for market promotion activities.	Maintain regulations for US global procurement for consulates and military installations	Review the new "Exporting" app and other tools for assisting US exporters and buyers.
<b>RANKING:</b>	6.705882353	8.470588235	9.235294118	12.47058824

## Subcommittee Meeting Agenda - January 9-14, 2016

### Conference Call Dates:

January 9, 2016	4:00 pm EST	Market Access Subcommittee
January 10, 2016	4:00 pm EST	Market Research and Education Subcommittee
January 11, 2016	4:00 pm EST	Finance Subcommittee
January 12, 2016	4:00 pm EST	Export Competitiveness Subcommittee

All Calls: Call –In Number: :

### Agenda Items

1. Elect Chairman and Vice Chair.
2. Roundtable discussion of priority issue(s) from each committee member.
3. Develop a list of priorities and recommendations for 100 Day Plan, 200 Day Plan, and longer term recommendations, and make committee assignments.
4. Set up the next conference call for February and work plan, including research steps.

## Recommendation Format

- Recommendation (Summary Statement)
- Key Components and Steps toward Success
- Interagency Partners
- Expected Effect on Export Competitiveness
- Metric(s) to Track Success
- Background Information (Problem – Solution)

## Key Considerations

1. The value of REEEAC lies in the divergence of viewpoints and experiences with different technologies and service providers.
2. All recommendations are required to be unanimous decisions by the entire subcommittee and full committee.
3. The strength of REEEAC is realized when all members become involved, and it is important for all members to participate.
4. The survey was designed as a place to start and for everyone to be heard, also to conduct some basic analysis to determine the viability of the issues and committees. It is up to the subcommittees to prioritize issues and find “Champions” within the subcommittees to work on individual recommendations and implementation of prior recommendations.
5. Make sure before working on a recommendations that it is:
  1. Realistic
  2. Timely
  3. Relevant



## Meeting Dates

March 1, 2016

May 4, 2016

September 14, 2016 (tentative)

November 2, 2016