

**PREFILED WRITTEN TESTIMONY OF
HOWIE REED
TRITEC AMERICAS, LLC**

A. INTRODUCTION

Q. Please state your name, title, and business address.

A. Howie Reed, Chief Operation Officer, 888 Prospect Street, Suite 200, La Jolla, California, 92037.

Q. Please describe your current responsibilities and professional experience.

A. I have spent the last decade designing and implementing best-in-class commercial and residential solar sales and project management platforms, including integrated CRM lead generation platforms, allowing for optimized customer acquisition and project management efficiencies. As a solar industry veteran, I have developed and sourced a commercial solar project pipeline of over two gigawatts. My background includes over 20 years of strategic business experience and extensive clean energy industry knowledge. I am responsible for managing Petitioner's sales and operations teams and overseeing and managing our channel partner relationships.

Q. What has been your involvement in the proposed Project?

A. I am Petitioner's Chief Operating Officer and responsible for the proposed Project's operational success.

Q. What is the purpose of your pre-filed written testimony?

A. The purpose of my pre-filed written testimony is to provide a high-level summary of:

1. TRITEC AMERICAS, LLC
2. CONNECTICUT SOLAR POLICY AND INCENTIVE PROGRAMS
3. CONNECTICUT'S CLEAN ENERGY GOALS
4. NRES AUCTION
5. PROJECT BENEFITS

6. PROJECT SITE SELECTION
7. PROJECT SITE ANALYSIS

B. PROJECT SPECIFIC TESTIMONY

1. TRITEC AMERICAS, LLC

Q. Please describe TRITEC Americas, LLC.

A. TRITEC Americas, LLC (“Petitioner”), based in San Diego, California, is the North American affiliate of TRITEC Group AG, a global solar services company headquartered in Basel, Switzerland. With a rich history of 30 years, TRITEC Group has been a frontrunner in the PV industry. Operating in over fifteen European countries, South Africa, Chile, Brazil, and North America, TRITEC Group excels in three primary lines of business operations: Solar PV product distribution, specialty PV product manufacturing, and a PV project development, integration, and finance division. The TRITEC Group has successfully deployed more than 1.2 GW of solar projects. As a leading provider of solar PV project development, financing, and asset management services for the commercial and industrial (C&I) solar market throughout the Americas, Petitioner has a proven record. Through its PowerNow® Commercial & Industrial Solar Finance Program, Petitioner develops, finances, owns, and operates photovoltaic solar systems, which generate clean, predictable, affordable, renewable energy for its customers. Since 2012, Petitioner has deployed over 250 MW of solar for various projects. With a pipeline exceeding 525 MW of quality and viable projects, Petitioner is one of the largest C&I solar project developers and financiers in the Americas and now in Connecticut.

Q. Is Petitioner actively developing clean energy projects in Connecticut?

A. Yes. To date, Petitioner has over thirty solar projects constructed, under construction, under contract, and in the predevelopment pipeline in Connecticut. For example, Petitioner installed four solar projects under the State’s Zero Emission Renewable Energy Credit (ZREC) that also provide Virtual Net Metering payments to the City of Bristol. Petitioner plans to invest over \$200 million in the state for clean energy projects.

2. CONNECTICUT SOLAR POLICY AND INCENTIVE PROGRAMS

Q. Is Connecticut promoting clean energy projects in the state?

A. Yes. In 2022, Connecticut codified Public Act 22-5 into law, a significant step towards reducing greenhouse gas emission levels in electricity supplied to the state’s electric customers to zero percent by 2040. Connecticut also passed Public Act 22-14 in 2022 to expand the state’s renewable energy programs. These legislative approvals underscore Connecticut’s commitment to promoting clean energy projects and mitigating the impacts of the climate crisis by decarbonizing our electric sector and expanding existing renewable energy programs.

Q. What are some of the specific programs in Connecticut promoting clean energy development?

A. Connecticut’s passing of Public Act 22-14 expands the Non-Residential Renewable Energy Solutions (“NRES”) and Shared Clean Energy Facility (“SCEF”) Programs, increasing their respective annual megawatt capacities from 50 to 100 megawatts and from 25 to 50 megawatts. The law also increased the project's maximum size from 2.0 MW to 5.0 MW and provided more significant benefits for environmental justice communities and low-to-moderate-income customers.

3. CONNECTICUT’S CLEAN ENERGY GOALS

Q. Is Connecticut meeting its clean energy development goals?

A. No. Unfortunately, the number of solar installations in Connecticut is declining, and the state is not on pace to meet the 2040 mandate. According to a recent report by the Solar Energy Industries Association (“SEIA”) and Wood Mackenzie, Connecticut was ranked 22nd in 2021, 29th in 2022, and 34th in 2023 when comparing annual solar installations to other states. *See* SEIA and Wood Mackenzie, Solar Market Insight: Executive Summary: Report 2023 Year in Review SEIA, p. 9-10, March 2024.

4. NRES AUCTION

Q. Did Petitioner submit the proposed Project in the NRES auction?

A. Yes. Petitioner submitted the proposed Project bid in Eversource’s February 2024 NRES auction. The auction results have not been officially released, but all indications show that the proposed Project has been selected for a 20-year Tariff contract with the utility.

5. PROJECT BENEFITS

Q. What are the benefits of the proposed Project?

A. Over the 20-year lifespan of the proposed Project, it will produce about 40,997,000 kWh of clean, carbon-free energy generation for the state. The proposed Project would produce an average of 18,162 metric tons of CO₂e *less* than a natural gas power plant. This reduction of CO₂e is equal to over 20 million pounds of coal, 4,000 gas-powered vehicles, and preserving almost 22,000 acres of US forests. Also, the solar electric generating system and the new grid interconnection upgrades will help increase electric grid resiliency in the proposed Project area by reducing stress on the distribution system. The proposed Project is a distributed generation facility that helps spread generation across the grid, thereby reducing the amount of electricity needed to move across the distribution lines. For example, the Manchester 3A substation will receive electricity from the proposed Project (5 miles away). In contrast, the next closest generation facility in the electric utility sector is the Rainbow Hydroelectric Plant (19 miles away). See U.S. Energy Information Administration, “Electricity Data Browser” (last visited April 18, 2024). This reduction in electricity movement reduces energy losses, delays infrastructure upgrades, and extends distribution lines and overall electric grid lifespans, saving money on maintenance, operating, and electricity costs.

6. PROJECT SITE SELECTION

Q. Why did Petitioner select the site for the proposed Project?

A. The site was selected because it is about 41.1 acres, but the proposed Project will only disturb about 7.8 acres of the total property, thus leaving the vast majority of the property untouched, including the existing walking trail traversing it. In addition, the site was selected due to its proximity to sufficient grid interconnection capacity, which is not true of most sites. Petitioner has no plans to add additional solar capacity at the site.

7. PROJECT SITE ANALYSIS

Q. Did Petitioner perform a review and analysis of the proposed Project site?

A. Yes. Petitioner retained the services of several experienced expert consultants to review and analyze the site's suitability for the proposed Project under the rules and regulations of the Siting Council and Department of Energy and Environmental Protection's ("DEEP") General (stormwater runoff) Permit. The consultants and their areas of analysis are as follows:

i. Solli Engineering – This expert consulting firm analyzed Air Quality, Soils, Geology, and Topography, Water Supply Areas and Water Quality, Stormwater Management and Erosion and Sediment Control, Land Use, Cultural Resources, Visual Impacts, Scenic and Recreational Areas and Community Facilities, Solar System Noise, and FAA Review. Solli's pre-filed written testimony has been provided to the Siting Council.

ii. William Kenny Associates—This expert consulting firm conducted an Ecological Inventory and Assessment, including Wetland and Watercourse Delineation and Ecological Impact Analysis. WKA's pre-filed written testimony has been provided to the Siting Council.

iii. Horton Electrical Services—This expert consultant and EPC contractor analyzed the Project Construction Process, Safety and Security, Construction and Project Operation Noise, Solar Panel Cleaning, Groundwater Contamination, Project Operation

and Maintenance Process, and Project Decommissioning Process. Horton's pre-filed written testimony has been provided to the Siting Council.

Q. Did Petitioner's expert consultants reach any conclusions concerning their respective proposed Project site analysis?

A. Yes. As supported and explained in their pre-filed written testimony, they all concluded that the proposed Project would not create any substantial adverse environmental effects and should be approved by the Siting Council.

C. **CONCLUSION**

Q. Does this conclude your pre-filed written testimony?

A. Yes.

Contact

hwreed@hotmail.com

www.linkedin.com/in/howiereed
(LinkedIn)

tritec-americas.com (Company)

Top Skills

Lead Generation

Marketing Strategy

Salesforce.com

Languages

Spanish

Certifications

Paul Harris Fellow

Sales Analytics Certification

SS-105: PV Technical Sales &
Marketing Certificate

Howie Reed

Chief Operating Officer at TRITEC Americas
San Diego County, California, United States

Summary

For over a decade, Howie has led solar operations at a strategic management level, developing best in class industry practices, while delivering innovative solutions to the needs of both end customers and construction and investor partners. A solar industry veteran, Howie has developed and sourced a commercial solar project pipeline of over 2 GW. Howie's background includes over 20 years of strategic business experience and extensive clean energy industry knowledge. Howie received his bachelor's degree in marketing and international business from Silicon Valley's prestigious Santa Clara University.

Howie is an accomplished, driven solar industry veteran with proven success in management, sales, marketing and operations with 20 years of sales, marketing and operational management experience establishing, implementing and leading strategies and initiatives to reach and exceed corporate goals. Howie has extensive experience and knowledge in the solar finance and renewable energy industries. He is a multifaceted, intelligent and poised leader with the knowledge and skills to drive growth in any project. Core professional competencies include:

- Operational Management
- Sales Management
- Renewables
- Solar Financing
- Business Strategy Development
- Marketing and Operational Initiatives
- Team Leadership
- New Business Development
- Lead Generation Program Creation/Enhancement
- Call Center Management
- Training and Development

Experience

TRITEC Americas, LLC

Chief Operating Officer

October 2015 - Present (8 years 7 months)

Greater San Diego Area

- Direct all aspects of TRITEC Americas operations including project development, financing, project management, operational systems, marketing and sales
- Expand industry relationships and incorporate new channel partners to increase project development and financing opportunities for TRITEC Americas
- Designed and implemented an efficient and agile CRM and project management architecture for the constantly evolving needs of the solar industry
- Continuously evaluate and maneuver systems' processes to create procedural efficiencies and cost savings
- Position systems as a key driver to scaling solar project pipeline growth
- Deploy best practices in targeted system module design creating a customizable, user specific experience
- Charged with management and realization of web based tools integration and automation within TRITEC Americas' systems
- Create process efficiencies in due diligence collection and reporting, minimizing approval timelines and allowing for greater project approval processing capacity

Howie Reed Consulting

Principal

January 2012 - Present (12 years 4 months)

- Develop first class sales, marketing and operations solutions to small and medium sized businesses allowing them to focus on their core competencies while I help grow their business
- Specialization in development direction and strategic leadership, overseeing the creation, implementation and growth of client's business initiatives
- Train and motivate sales teams to drive company's sales goals and hit quota targets
- Create and implement integrated sales organizational management tools and processes
- Provide clients with marketing and sales leadership, business and organizational development, lead generation, brand identity and positioning,

copywriting and editing, media buying, social media and search engine optimization

- Create cutting edge video campaigns, premier websites and other impactful marketing collateral

EE Renewable Energy

Senior Vice President of Operations

May 2013 - September 2015 (2 years 5 months)

Greater San Diego Area

- Developed an operational roadmap utilizing software management best practices to build a best in class sales and project management platform
- Established and expanded industry relationships with contractors, suppliers and integrators to further company's sales efforts and drive target revenue goals
- Implemented a mission critical operational focus driven by key performance metrics maximizing process efficiency
- Built multiple clean energy finance quoting engines for different business lines allowing for real time proposal, financing agreement and executive reporting creation
- Drove user experience for customers, sales representatives and stakeholders through www.EqualEarthCorp.com and Equal Earth's fully integrated CRM platform
- Led and managed the implementation of solar photovoltaic, LED lighting and energy efficiency projects through a structured framework allowing for both scalability and streamlined execution
- Designed and executed operational core competencies including due diligence approval processes, rebate processing, billing and customer service
- Constructed and put into practice an in depth training program for all Equal Earth partners driving the company's short term and long term goals and vision

OneRoof Energy, Inc.

Director of Lead Generation

February 2010 - May 2013 (3 years 4 months)

- One of OneRoof Energy's first employees and key contributor to the fast growing start up's growth and market position
- Responsible for referral program, developing lead generation affiliates into strong sources of revenue through signed leases with strong gross margins
- Manage Vertical Account Representatives to identify and sign target key accounts within certain verticals to drive lead generation

- Create and implement long term partner adoption and sales growth plan to hit and surpass company's sales and revenue goals
- Train, educate and ready all affiliates, partners and employees in solar, OneRoof Energy strategy, vision and market positioning to drive sales
- Laid the groundwork for our marketing operations, delivering an in-depth marketing plan integrating all marketing, advertising and public relations campaigns from search engine to direct mail to social media, as well as video development
- Oversaw the development of OneRoofEnergy.com, creating a site that enabled customer and partner education as well as drove new customer acquisition through our lead generation portal
- Built out original sales and operations process flow from start to finish, fully integrating into SalesForce

Red Sun Marketing

Partner, VP Sales & Strategic Partnerships

March 2009 - January 2012 (2 years 11 months)

- Co-founded Red Sun Marketing to provide marketing solutions to small to medium sized businesses
- Responsible for development direction and strategic leadership, overseeing the creation, implementation and growth of hundreds of thousands of dollars worth of marketing campaigns
- Provided clients with marketing and sales leadership, business and organizational development, lead generation, brand identity and positioning, copywriting and editing, media buying, social media and search engine optimization
- Created cutting edge video campaigns, premier websites and other impactful marketing collateral from direct mail pieces to brochures
- Developed RedSunMarketing.com to serve as the face of the company online and act as a lead generation portal

Perfspot.com

Vice President – Marketing & International Operations

January 2007 - March 2009 (2 years 3 months)

- Transformed PerfSpot.com from an English language only site to an international online community that currently boasts 51 distinct languages from all over the globe
- Drove company growth to such an extent that our business unit, PerfSpot.com was acknowledged in Forbes as “Fastest Growing Social Network” in 2008

- Analyzed and targeted possible high growth markets in order to increase the acquisition of new PerfSpot.com users
- Worked directly with CTO on website design to ensure seamless integration for all language formats
- In charge of overseeing all areas of the translation project from market research to hiring and managing qualified translators
- Ensured the timeliness and quality of work of over 100 translators and proofreaders through meeting weekly output goals
- Responsible for budget development and management

Alansis Media

Vice President of Sales

March 2004 - March 2009 (5 years 1 month)

- Provided strategic leadership for the development of over 70 Alansis employees, maximizing productivity and sales revenue
- Grew annual sales to over \$11 million from \$3 million
- Developed and evaluated new product ideas and pilot programs that led to over \$4 million in new sales in the first year alone
- Transformed one of our business units, PerfSpot.com from an English language only site to an international online community that reached 51 distinct languages from all over the globe
- Drove company growth to such an extent that our business unit, PerfSpot.com was acknowledged in Forbes as “Fastest Growing Social Network” in 2008
- Responsible for strategic hires and partnerships to drive sales
- Oversaw \$5 million budget for all marketing activities from international marketing contracts to new business development programs
- Created and managed live transfer division which became the leading revenue source for the company going from 0% to over 84% of our annual sales revenue
- Drove sales and productivity of over 30 Alansis account managers as well as over 60 in-house call center employees in addition to 400+ contracted international call center employees
- Authored highly effective call center sales scripts and installed a productivity based bonus program to maximize revenue and minimize costs

Univision Radio

Account Executive

2002 - 2004 (2 years)

- Developed and sold multimedia marketing campaigns incorporating on-air, online and event marketing

- Outpaced sales goals by 450% in first year, leading staff in new customer acquisition
- Created marketing plans and promotional strategies based on client needs and budgets
- Researched competitive positioning and incorporated branding, direct response marketing and creative strategy into complete marketing plans for various industries
- Formed strategic partnerships and alliances with influential business and community leaders driving strong sales partnerships

Education

Santa Clara University - Leavey School of Business
BS, Marketing, International Business · (1997 - 2001)

La Jolla Country Day School
· (1994 - 1997)