



# Andrew Solfest

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## ENERGY AND ENVIRONMENTAL ECONOMICS, INC.

Boston, MA

*Senior Consultant*

Andrew Solfest supports E3's Climate Pathways and Electrification practice, focusing primarily on transportation and building electrification as well as campus-level decarbonization initiatives. He has also contributed to several distributed resource cost and rate-focused projects, including the California Avoided Cost Calculator and New York's Value of Distributed Energy Resources Calculator. Mr. Solfest is particularly interested in equitable implementation of climate-focused initiatives.

Mr. Solfest previously worked on Xcel Energy's energy efficiency and renewables team, administering Midwest community solar programs, coordinating project development, and helping institutional and residential customers achieve their clean energy goals. Prior to joining E3, Mr. Solfest completed an M.P.A. in Environmental Science and Policy at Columbia University, where he researched decarbonization pathways for the United States and developing nations and analyzed hydrofluorocarbon emissions policy for the Natural Resources Defense Council.

Recent E3 Projects include:

- **New York City – Power-Up NYC Transportation Electrification Plan (2022-2023)**. Conducted a cost-benefit analysis and developed implementation recommendations for New York City's plan to electrify its school bus fleet. This plan will transition over 10,000 school buses from diesel to electric over a 13-year period and seeks to prioritize benefits for environmental justice communities within the city.
- **NYSERDA Value of Distributed Energy Resources (VDER) Calculator (2022-Present)**. Performed annual updates to support the ongoing and improved functionality of the Solar Value Stack Calculator. This calculator is a public resource provided by NYSERDA which helps estimate compensation for specific solar projects in New York State.
- **Xcel Energy, Transportation Electrification Cost-Benefit Analysis (2022-2023)**. Supported a cost-benefit analysis and subsequent testimony to the Minnesota Public Utilities Commission regarding vehicle electrification in Xcel's Minnesota and Wisconsin service territories. This assessment evaluated the impacts of transportation electrification in the respective territories and the cost-effectiveness Xcel's proposal to support this transition from participant, ratepayer, and societal perspectives.
- **NYSERDA Building Electrification and Efficiency Model (BEEM) – Statewide Potential Study and Low-Moderate Income initiatives (2022-2023)**. Performed modeling and developed a tool for analyzing results from NYSERDA's building electrification modules. These modules are used to study the impacts of various energy efficiency and electrification programs within New York State, including changes in adoption, costs, and participant and ratepayer energy bills.

- **National Parks of Lake Superior Foundation Decarbonization Plan (2022-2023).** Modeled and provided recommendations for decarbonization scenarios for five national parks and monuments. This modeling informed a plan in partnership with Willdan Group and which will be implemented by the Parks to achieve 100% emissions reductions in land-based operations. Decarbonization measures include vehicle and heating electrification, energy efficiency measures, and renewable energy and storage procurement to reduce climate impact and improve resiliency for the parks.
- **Utah State University Campus Decarbonization Plan (2022).** Modeled decarbonization scenarios to achieve carbon-neutrality for the USU central campus by 2050. This initiative identified and prioritized construction projects to reduce emissions from the central utility plant and supported Willdan Group in developing its strategic plan for the university.
- **California Public Utilities Commission Avoided Cost Calculator (2022).** Supported the 2022 revision of California's Avoided Cost Calculator (ACC), focusing on updates to the Transmission and Distribution cost streams. The ACC is used to determine incremental benefits of demand-side resources within the state.

### **NATURAL RESOURCES DEFENSE COUNCIL**

*Graduate Student Consultant – Hydrofluorocarbon Management Project*

New York, NY

January 2021 – April 2021

- Researched international initiatives and policies to reduce the climate impact of chemical refrigerants
- Interviewed industry experts on key considerations for managing hydrofluorocarbon emissions
- Drafted memos and reports for NRDC use, providing recommendations for life-cycle management of HFCs

### **COLUMBIA UNIVERSITY**

*Graduate Teaching Assistant*

New York, NY

September 2020 – May 2021

- Provided guidance for undergraduate student research on sustainable development and environmental ethics
- Led weekly discussion sections on research methods and graded term papers and presentations

### **BAMBOO TECHNOLOGIES**

*Paid-Search Advertising Analyst (Search Engine Marketing)*

Seattle, WA

October 2019 – May 2020

- Built and managed digital advertising campaigns for clients on Google and Microsoft Advertising platforms
- Analyzed market trends to set campaign budgets and optimize bid targeting and creative content
- Leveraged Google and Facebook Analytics platforms to provide insights on core customer audiences
- Worked with Account Managers to develop holistic and long-term growth strategies for client accounts

### **FRENCH MINISTRY OF NATIONAL EDUCATION – ACADEMIE DE MONTPELLIER** Alès, FRANCE

*English as a Foreign Language Teaching Assistant*

October 2018 – May 2019

- Taught English to French secondary students at the Collège Jean Moulin in Alès

- Acted as a cultural ambassador and developed curriculum to inspire interest in cross-cultural exchange

**XCEL ENERGY**

Minneapolis, MN

*Marketing Assistant – Minnesota and Wisconsin Community Solar Programs*

2017 – 2018

*Contract Marketing Assistant*

2016 – 2017

- Administered the nation’s largest (at that time) community solar program as part of a two-person team, coordinating efforts between utility personnel and solar developers to pursue 900 projects worth over \$500 million in total
- Built program efficiencies by improving documentation and through continuous enhancement of the project development process and customer relationship management platform
- Oversaw the customer subscription process and aided marketing efforts to launch a Wisconsin solar program
- Compiled program participation data to support residential and equitable outreach and provide reports to the Public Utilities Commission
- Acted as a primary contact for inquiries about renewable energy programs, meeting with community organizations and presenting at industry workgroups and events

**SPS COMMERCE**

Minneapolis, MN

*Marketing Data Analyst Intern*

June 2015 – November 2015

- Developed personas for potential client segments and mapped customer journeys
- Evaluated webpage interactions and A/B testing results to customize website and digital campaign content
- Researched customer and partner industries and presented recommendations on key marketing opportunities

Education

Columbia University

New York, NY

*M.P.A., Environmental Science and Policy*

2021

University of Minnesota, Twin Cities

Minneapolis, MN

*B.S.B., Marketing*

2016

*B.A., History*