



**ALLIANCE
TO SAVE ENERGY**
Using less. Doing more.



**ENERGY
2030**

**Energy 2030 On the
Road: A State and
Local Campaign**

*Nicole Steele
Director of Policy & State Relations
March 25, 2014*

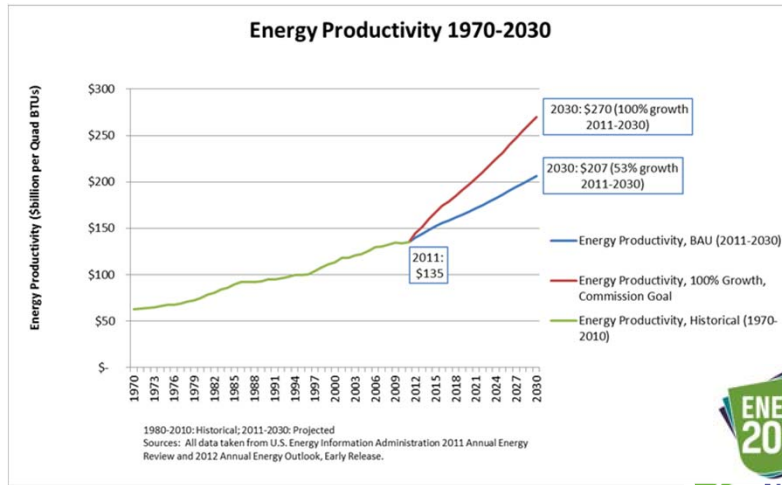
Strategies for All Levels of Government

- Invest 
- Modernize 
- Educate 



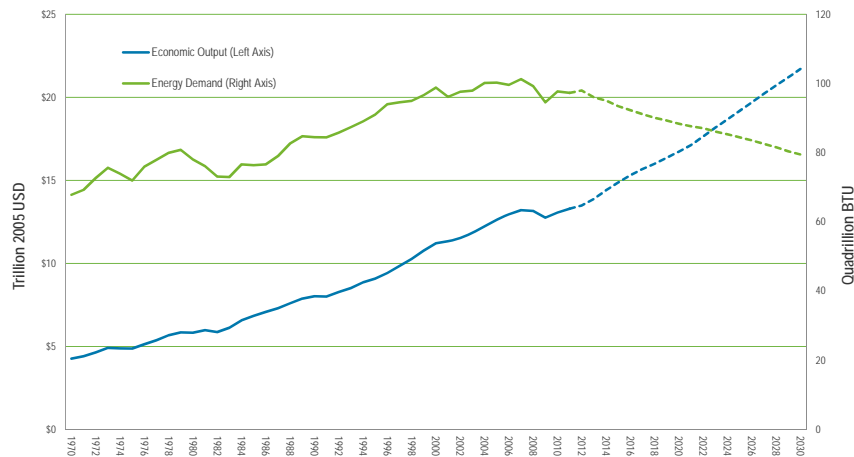
Using less. Doing more.

Energy 2030 Goal: Double Energy Productivity by 2030



ALLIANCE TO SAVE ENERGY
Using less. Doing more.

Untying Economic Growth and Energy Demand



Source: BEA, EIA, and Rhodium Group



ALLIANCE TO SAVE ENERGY
Using less. Doing more.

Energy 2030 Recommendations


- Recommendations cover all sectors of the economy
 - Power sector (Generation & Smart Grid)
 - Buildings (Residential & Commercial)
 - Mobility (Transportation, Land Use & Accessibility)
 - Industry (Manufacturing)
- Recommendations will be **actionable**
- Recommendations will be geared towards **federal, state and local** government, and private sector



Early Impacts & “Wins”

- President has embraced goal and key pillars
- Bi-partisan bills emerging in Congress
- U.S. Conference of Mayors Resolution Adopted
- Adoption of goals and recommendations at local and regional levels already
- Strong media, opinion leader & business engagement





**35 YEARS ALLIANCE
TO SAVE ENERGY**
Using less. Doing more.

What does this mean to us?

Energy 2030 On the Road Strategy

Two-pronged approach:

1. Partner with national organizations representing city and state officials such as SEE Action Network and USCM
2. Outreach directly to 12 target states: California, Colorado, Illinois, Kentucky, Michigan, New York, Nevada, North Carolina, Pennsylvania, Tennessee, Texas, and Virginia



**35 YEARS ALLIANCE
TO SAVE ENERGY**
Using less. Doing more.

Energy 2030 On the Road Campaign Timeline

1. Energy 2030 on the Road Stops – Monthly
2. Leadership Circle – Kickoff March 4th
3. City and State Survey release March 25th
4. Online Endorser/Pledger Drive
5. Official Launch – May 21st at EE Global
6. Briefing Series/Congressional Staff Trips
7. Leadership Summit – September 24th



Leadership Circle Co-Chairs

Governor George Pataki	Former Governor of New York
Governor Bill Ritter	Former Governor of Colorado



Leadership Circle Members

John Hieftje	Mayor	City of Ann Arbor, MI
Betsy Price	Mayor	City of Fort Worth, TX
Roger Berlinger	County Council Member	Montgomery County, MD
Tom King	Commission/Board	National Grid US
Jorge Carrasco	Commission/Board	Seattle City Light
Alex Laskey	Commission	Opower
Michael Melaniphy	Commission	APTA
Sherri Goodman	Commission	CNA
Anthony Eggert	Commission/Board	UC Davis
Iain Campbell	Board	Johnson Controls
Bruno Biaiotta	Board	Philips
Fred Stephan	Board	Johns Manville
Kemel Dawkins	Board	Rutgers
Frank Murray	Board	Formerly NYSERDA
Paul Camuti	Board	Ingersoll Rand

Possible Additional Members:

- Governor Inslee, Washington
- Governor Fallin, Oklahoma
- Governor Sandoval, Nevada



Energy 2030 On the Road: Las Vegas



Cindy Ortega of @MGMResortsIntl & @RepHorsford have outlined need for #energyefficiency education for employees, young people #Energy2030

Reply Delete Favorite More

RETWEETS 3 FAVORITE 1

12:44 PM · 19 Feb 2014

Reply to @MGMResortsIntl @RepHorsford

Blu (@Bluedevils) Feb 19 @ToSaveEnergy @MGMResortsIntl @RepHorsford remember to pushe education for management, a from them

Details Reply Retweet

GEL-USA (@globaltekt) Feb 19 @ToSaveEnergy @MGMResortsIntl @RepHorsford important step! 2 many still dont believe in climate resource shortages.

Details Reply Retweet

Over 115 people in attendance



The Energy 2030 On the Road campaign hits Las Vegas today! Our latest blog post looks at what the city is already doing for #energyefficiency.

READ | <http://j.mp/1m6S1eH>



Comment Share

Social media alone reached over 275,000 users



Energy 2030 On the Road Campaign Stops

Target States and Stops

California – Los Angeles, January 15 San Francisco, November	Nevada – Las Vegas, February 19
Colorado – Denver	North Carolina (Atlanta, Georgia), June
Illinois – Chicago	Pennsylvania – Pittsburgh, summer 2014
Kentucky – Lexington, October	Tennessee – Nashville
Michigan – Ann Arbor, March 31	Texas – Dallas/Fort Worth, September
New York – New York City, September	Virginia/DC - ???

We need your help!





**ALLIANCE
TO SAVE ENERGY**
Using less. Doing more.

Ultimate Goal?

Participant Actions

Campaign participants will be requested to pledge to do the following:

1. Commit to the Energy 2030 goal through their own actions
2. Engage Congress and the Administration
3. Commit to sharing solutions, success stories, and progress
4. Recruit other municipalities, states, businesses, universities, and other organizations
5. Participate in Energy 2030 activities



**ALLIANCE
TO SAVE ENERGY**
Using less. Doing more.

Participant Benefits

In return for their support of Energy 2030, partners will receive:

1. Acknowledgement online and in materials
2. Speaking roles at Energy 2030 events and briefings
3. Monthly updates on the Energy 2030 initiative
4. Access to a series of expert webinars
5. Access to measurement tools and materials



Participate in Energy 2030!

- Energy 2030 On the Road Stops, Monthly
- Leadership Circle Launch
- Partner Organizations
- Campaign Launch at EE Global, May 21st
- Hill Briefings, Summer 2014
- Energy 2030 Summit, September 24th



What Can MWCOG/CEEPC Do?

1. Endorse the Energy 2030 goal
2. Outreach to member jurisdictions to pledge to the Energy 2030 goal




Thank you
and join
us!

www.energy2030.org

Follow Us On Twitter: @ToSaveEnergy
#Energy2030

Like Us On Facebook:

www.facebook.com/AllianceToSaveEnergy



35 YEARS ALLIANCE
TO SAVE ENERGY



Using less. Doing more.

Additional Resources

Impact

America could save
\$327 BILLION
IN 2030


\$95 BILLION in Buildings
\$139 BILLION in Transportation
\$94 BILLION in Industry



Using less. Doing more.






Impact of Reaching the Goal

TO GOVERNMENT THIS MEANS



The government is saving taxpayers
\$13 BILLION


\$13 Billion is equivalent to the budgets of the Coast Guard + National Park Service combined


Using less. Doing more.

Impact of Reaching the Goal

TO HOUSEHOLDS THIS MEANS






Cuts household energy spending by **\$145 billion**




\$1,039 / year per household


Energy Savings could pay off all existing American household credit card debt





Using less. Doing more.

Impact of Reaching the Goal

TO OUR COUNTRY THIS MEANS 

A CLEANER ENVIRONMENT
Decrease U.S. CO₂ emissions to 4 billion metric tons – 33% less than 2005 

GREATER SECURITY
Reduce energy imports by over \$100 billion 

STRONGER ECONOMY
The U.S. could add 1.3 million jobs and boost GDP by up to 2% 

ENERGY 2030
ALLIANCE TO SAVE ENERGY
Using less. Doing more.

INVEST Recommendations

- Make **financing** more easily available for energy efficiency projects
- Advance energy productivity through federal **tax reform**
- Support energy productivity **innovation** and market adoption
- Governments **lead by example**

ENERGY 2030
ALLIANCE TO SAVE ENERGY
Using less. Doing more.



Recommendations

- Create a “Race to the Top” style energy productivity competition
- Use energy productivity to achieve **regulatory and planning** goals
 - Utility policy
 - Transportation and land-use planning
 - Environmental regulations
 - Infrastructure investments
- Strengthen building, equipment, and vehicle efficiency **standards**





Recommendations

- Provide **information** on building energy efficiency and energy use
 - Ratings, benchmarks, labels and disclosure
- Improve corporate energy **management** and transparency
- Develop **educated** consumers and **trained** technicians