



ALLIANCE
TO SAVE ENERGY

Using less. Doing more.



***Energy 2030 On the Road:
Communicating U.S. Energy
Productivity Goals at the City
Level***

***Conference on Energy Efficiency in Cities
Mexico City***

***Laura Van Wie McGrory
June 18, 2014***

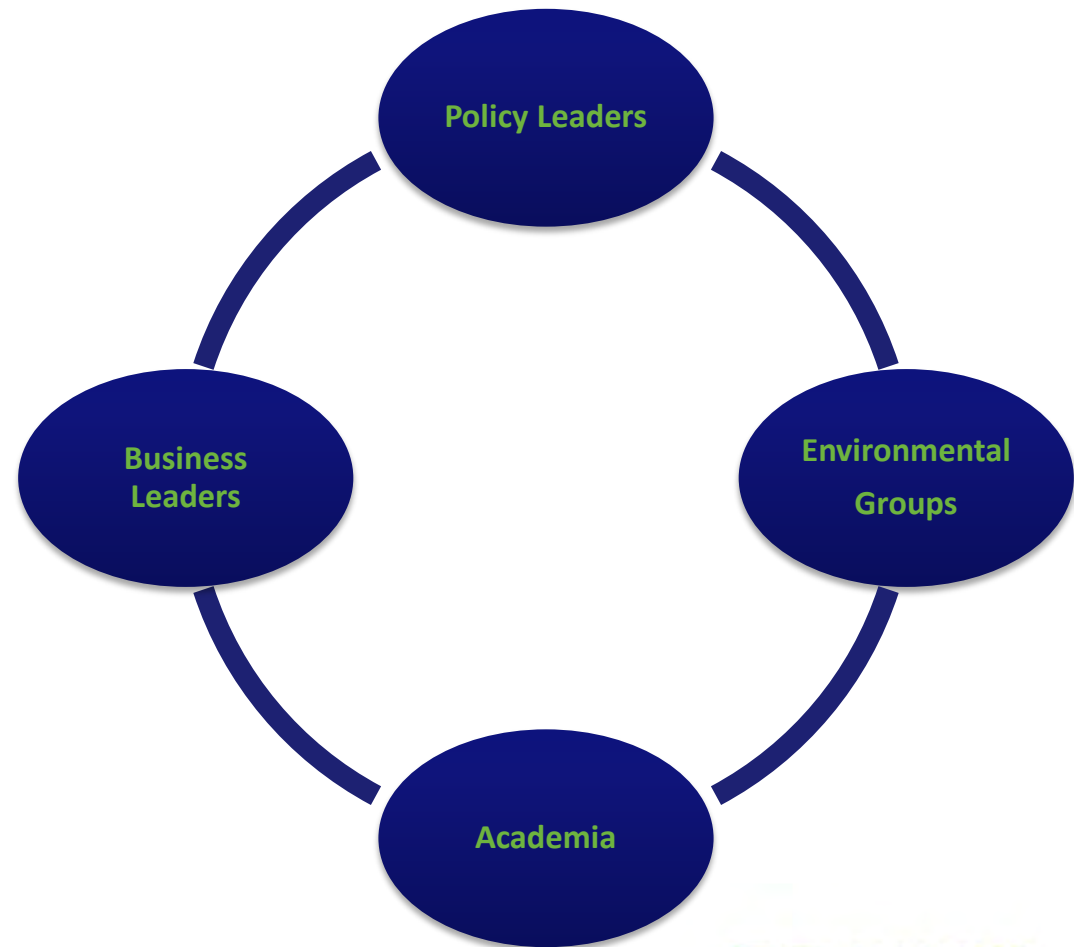
What is the Alliance to Save Energy?

Mission:

- To promote energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security.

Organization:

- Staffed by 50+ professionals
- 37 years of experience



Working with and Across All Sectors of the Economy

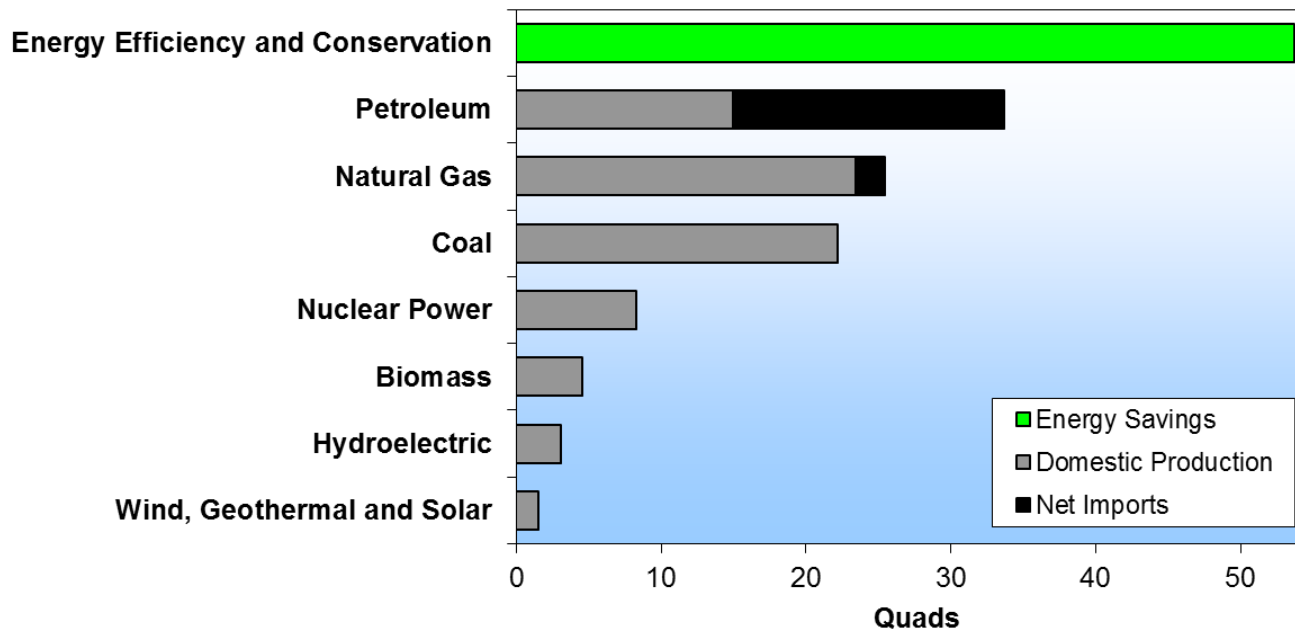
Business ▪ Government ▪ Public Interest



A Quiet History of Huge Success

Energy Efficiency: America's Greatest Energy Resource

U.S. Energy Resources Used in 2011



Alliance to Save Energy, 2012

Alliance Commission Members

CHAIRMEN



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(D – Va.)



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National Grid US



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General Wesley Clark
Wesley K. Clark and
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Michael Eckhart
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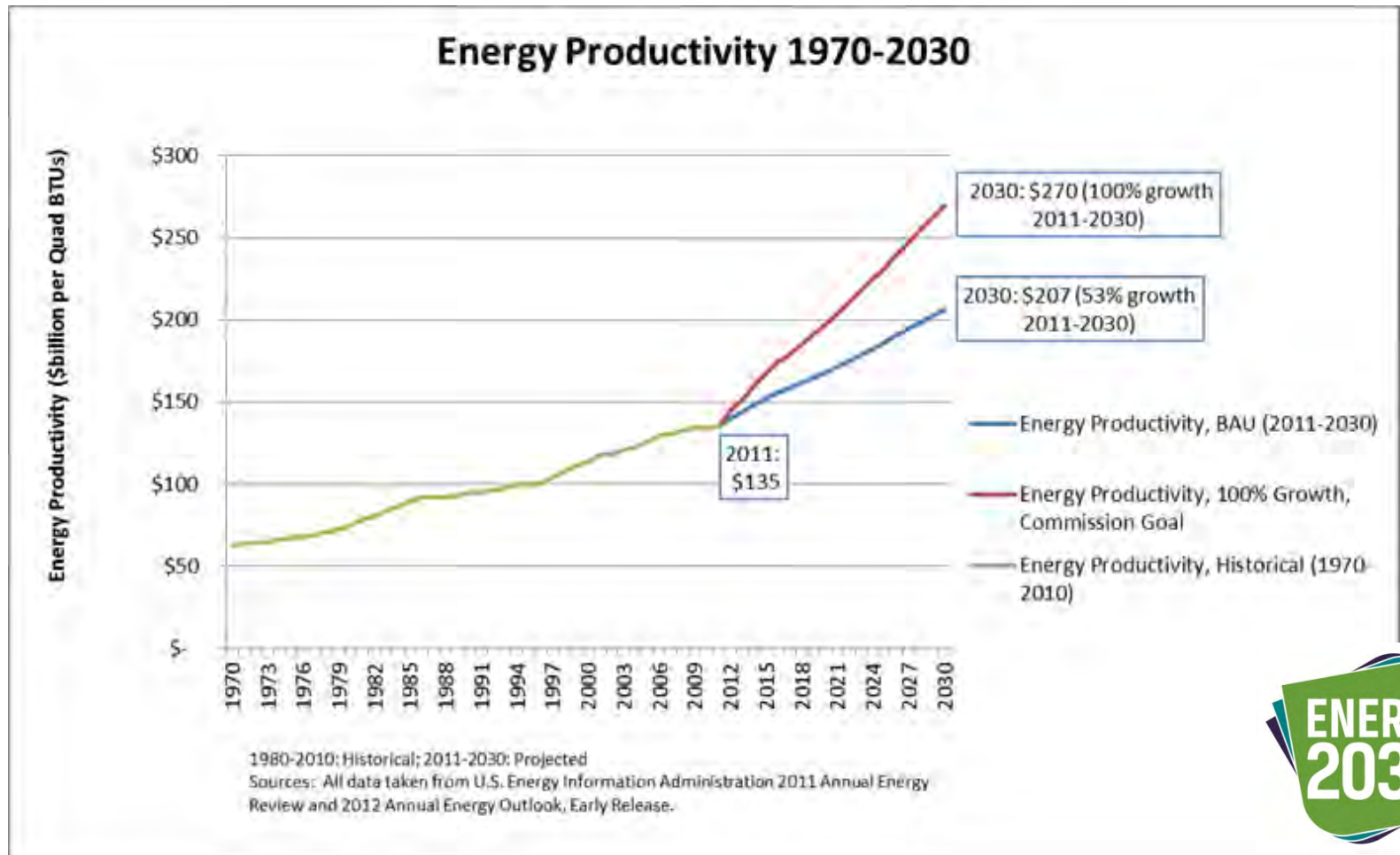


Dr. J. Michael McQuade
United Technologies
Corporation



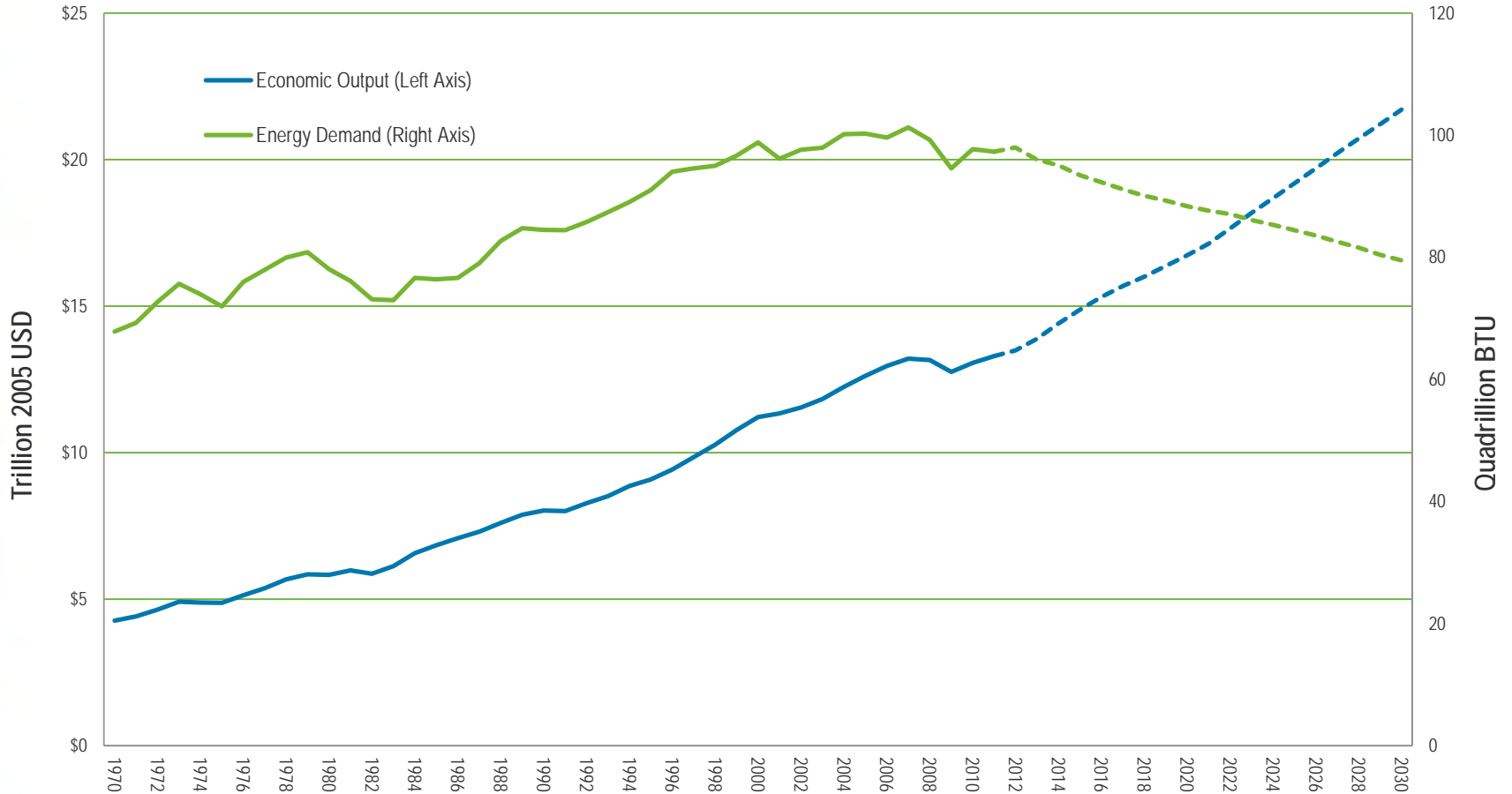
Eisuke Tsuyuzaki
Panasonic Corporation
North America

Energy 2030 Goal: Double Energy Productivity by 2030



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Untying Economic Growth and Energy Demand



Source: BEA, EIA, and Rhodium Group



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 are *actionable*
- Recommendations are geared towards **federal, state** and **local** government, and private sector



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Strategies for All Levels of Government

Invest

INVEST



Modernize

MODERNIZE



Educate

EDUCATE



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Recommendations for Cities

INVEST

- Make financing for EE projects more easily available:
 - Enable institutional investors to buy EE financial obligations on a large scale
 - Establish local programs for financing EE measures
- City governments lead by example
 - Apply innovative best practices to city buildings and fleets

Recommendations for Cities

MODERNIZE

- “Race to the Top”
- Adopt increasingly stringent building, equipment, and vehicle efficiency standards
- Plan transportation and land use around energy productivity
- Focus on efficiency of water and wastewater infrastructure

Recommendations for Cities

EDUCATE

- Provide information on building EE
 - Require disclosure of energy information in commercial and residential buildings.
- Develop Educated Consumers and Trained Technicians
 - Develop curricula on energy use and productivity
 - Conduct consumer campaigns
 - Develop technical certifications
 - Provide workforce training and continuing education

Early Support for Energy Productivity Goal

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



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What is the goal in U.S. cities?

Energy 2030 On the Road

- 1. *Partner with national organizations***
representing city and state officials (e.g., USCM, SEE Action Network)
- 2. *Direct outreach*** to 12 target states: California, Colorado, Illinois, Kentucky, Michigan, New York, Nevada, North Carolina, Pennsylvania, Tennessee, Texas, Virginia
- 3. *Web Portal*** - www.ase.org/policy/energy2030

Outreach Strategy

Leadership Circle

Endorsers

Partners

Participant Actions

Endorsers pledge to:

- Urge Congress and the Administration to create policies and programs to drive energy efficiency and double U.S. energy productivity by 2030;
- Commit to improve energy productivity within our organization, state or community;
- Share solutions, success stories, and progress;
- Encourage other organizations to endorse the Energy 2030 goal; and,
- Participate in Energy 2030 education and outreach activities.

Participant Benefits

In return, endorsers receive:

- *Acknowledgement online and in materials*
- *Monthly updates on the Energy 2030 initiative*
- *Access to a series of expert webinars*
- *Access to measurement tools and materials*



...the greatest value of this campaign is the potential to bring state and local officials, businesses, universities, and other stakeholders together to endorse the Energy 2030 goal and demonstrate for our policymakers a national, shared commitment to doubling U.S. energy productivity, regardless of geographical or political diversity.

Leadership Circle Co-Chair, former Gov. Bill Ritter



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Thank you!
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www.energy2030.org

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