



ENERGY
2030

Energy 2030 *On the Road*

A policy discussion on doubling U.S. energy productivity by 2030

ENERGY 2030 *ON THE ROAD*: A STATE & LOCAL CAMPAIGN

The Alliance's state and local campaign seeks to galvanize action at the local, state and regional levels by engaging stakeholders in a national, shared commitment to achieving the Energy 2030 goal: doubling energy productivity in the U.S. by 2030 (getting twice as much economic output from each unit of energy).

Achieving the Energy 2030 productivity goal would benefit the country enormously. **We would save \$327 billion annually in avoided energy costs; we would create 1.3 million jobs; we would reduce imports to represent a mere 7% of overall energy consumption; and we would lower greenhouse gas emissions to 1/3 below the level emitted in 2005.**

While stakeholders joining the campaign do commit publicly to working toward the collective goal, they are not asked to follow any prescriptive path forward. Rather, the Alliance provides the Energy 2030 recommendations as a guide to help elected officials, civic leaders and even businesses and other organizations create and implement smart policies and programs that will ensure all of our nation's energy is used more productively. It is our hope that this campaign will not only result in innovative efficiency policies at the state and local levels, but also that this work will inspire national policymakers to act.

STATE AND LOCAL GOVERNMENTS & PRIVATE SECTOR ENDORSEMENTS

The Energy 2030 *On the Road* effort will reach far and wide to make connections with key players and, wherever possible, always prioritize outreach through national and local partners. State and local participants in the Energy 2030 campaign will be asked to endorse the following:

- » Urge Congress and the Administration to create policies and programs and provide appropriate funding to double U.S. energy productivity by 2030.
- » Commit to doubling energy productivity through their own actions, including implementing Energy 2030 recommendations geared towards state and local governments.
- » Commit to sharing solutions, success stories, and progress with Congress, the Administration, and other states and local governments through the Energy 2030 campaign.
- » Commit to spreading the word and recruiting municipalities, states, businesses, universities, and other organizations to adopt the goal and actively work towards meeting the goal by 2030.
- » Participate in Energy 2030 activities to build awareness and provide expert advice and technical assistance to Congress, the Administration, and other states and local governments.

BENEFITS OF ENDORSING ENERGY 2030

In return for an endorsement of Energy 2030 our partners will receive:

- » Acknowledgement online and in materials as an Energy 2030 endorsing organization;
- » Consideration for speaking roles at Energy 2030 events and briefings including the launch and On the Road events;
- » Monthly updates on the Energy 2030 initiative;
- » Access to expert webinar series; and,
- » Access to resources and materials that will aid in advocating for Energy 2030, as well as provide support for increasing energy productivity within our organization.

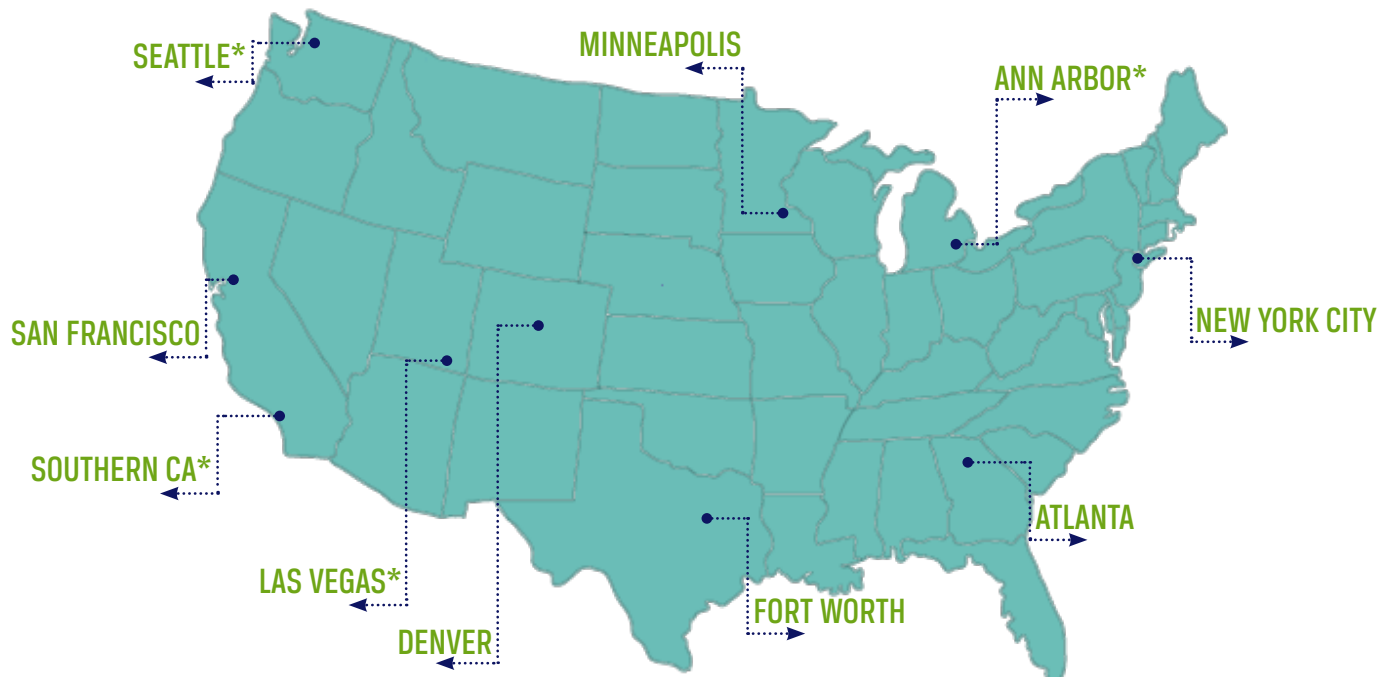
ENERGY 2030 *ON THE ROAD* CAMPAIGN STOPS

Throughout 2014 the Energy 2030 *On the Road* outreach effort is focused on 12 key states and communities within those states: California, Colorado, Illinois, Kentucky, Michigan, New York, Nevada, North Carolina, Pennsylvania, Tennessee, Texas, and Virginia.

A crucial element of the campaign is the convening of key local stakeholders in targeted communities. These events serve to educate the community and state leaders about the campaign, to detail the need for their participation and ultimately to secure endorsements of the Energy 2030 goal to put in place policies that allow the community to achieve a doubling in energy productivity by 2030. Other side-meetings, media appearances and activities are scheduled to occur in conjunction with the event to maximize outreach.

Upcoming campaign stops include:

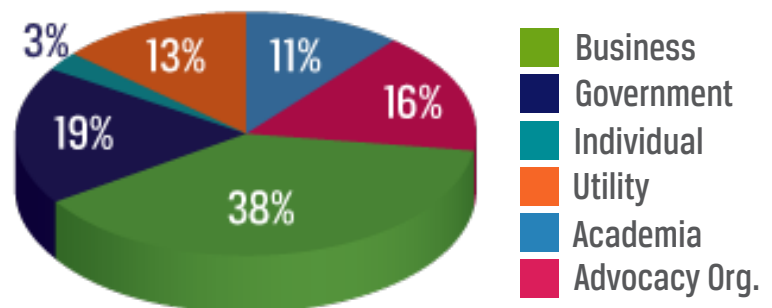
- » Atlanta
- » Denver
- » Minneapolis
- » Fort Worth
- » New York City
- » San Francisco



*Denotes previously held campaign stop

CAMPAIGN STOP ATTENDEE BREAKDOWN

Success for the Energy 2030 *On the Road* campaign stops hinges on getting the right people to attend these cornerstone briefings. As defined for purposes of the campaign, the "right people" are the business, opinion and policy leaders with power to commit to the energy productivity goal for their locality or organization and then to implement the policies, programs and initiatives necessary to reach the goal. Measured against this metric, campaign stops held to date have achieved strong showings from all of the key stakeholder groups.



If you would like to sponsor an event in your city or state contact Marcia Pappas Devaney mdevaney@ase.org and visit energy2030.org for more information.