

Energy 2030

on the road

State and Local Energy
Productivity Efforts
A Survey of U.S. Cities and States
March 2014



INVEST



MODERNIZE



EDUCATE

Alliance to Save Energy

Over 35 years ago, a bi-partisan, non-profit coalition of business, government, environmental and consumer leaders was founded to reduce energy use – and today it has become the leading voice for energy efficiency.

The Alliance to Save Energy (Alliance) advocates a bold but doable goal of 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.

Achieving this goal requires significant advancements in energy efficiency in every sector of the economy through the active participation of the private sector and all levels of government. For this reason, the Alliance developed a comprehensive set of about 50 policy recommendations directed at all levels of government and the private sector. Roughly one-half of the recommendations require implementation at the federal level, but that means that there is significant policy work to be done at the local and state levels and within the private sector.

Energy 2030 *On the Road*: A State and 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**. We recognize that the policies, programs and initiatives that businesses, communities and states will undertake to achieve the goal can and likely will vary widely. 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. **To join the campaign, go to energy2030.org.**

A Survey of U.S. Cities and States

The Alliance spearheaded this survey to assess the current landscape of energy efficiency policies and programs at the state and local levels of government. Each survey contained questions about a state or city's existing or planned energy policies and programs; their knowledge of energy productivity and its importance; their interest in federal programs that encourage action at the state and local levels; and their desire to partner with the Alliance on the Energy 2030 *On the Road* initiative. The main objectives of the survey were to:

- collect data on the types of policies and programs currently being implemented or planned for implementation as they relate to Energy 2030;
- build awareness of Energy 2030 and its goal;
- establish and grow relationships with cities and states including elected officials and staff across the country;
- gauge support for and interest in legislation that would create a state competition to promote innovation in policies to double energy productivity; and
- solicit case studies and best practices that match Energy 2030 recommendations from cities and states.

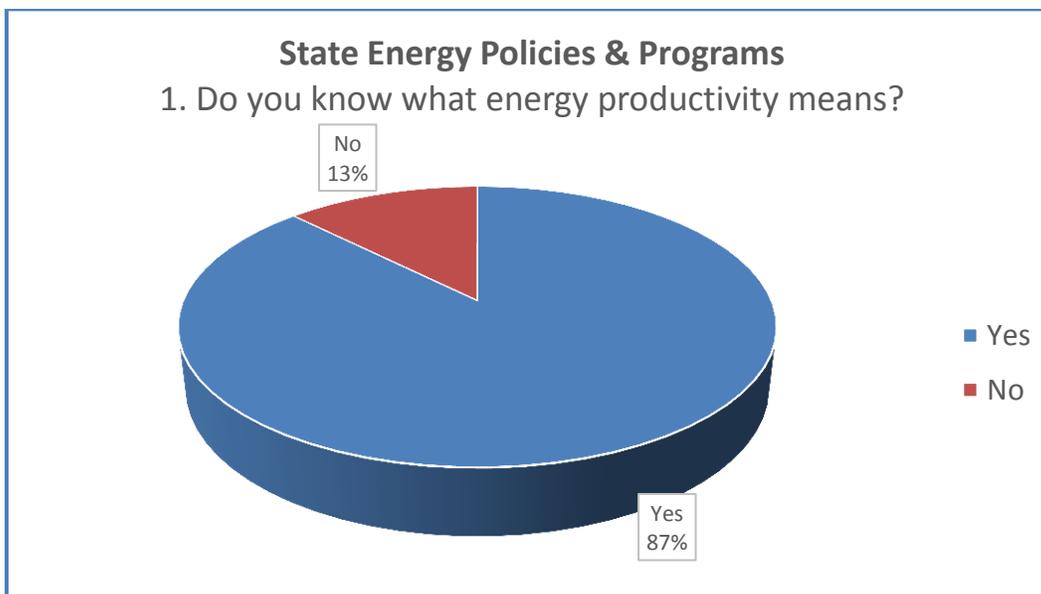
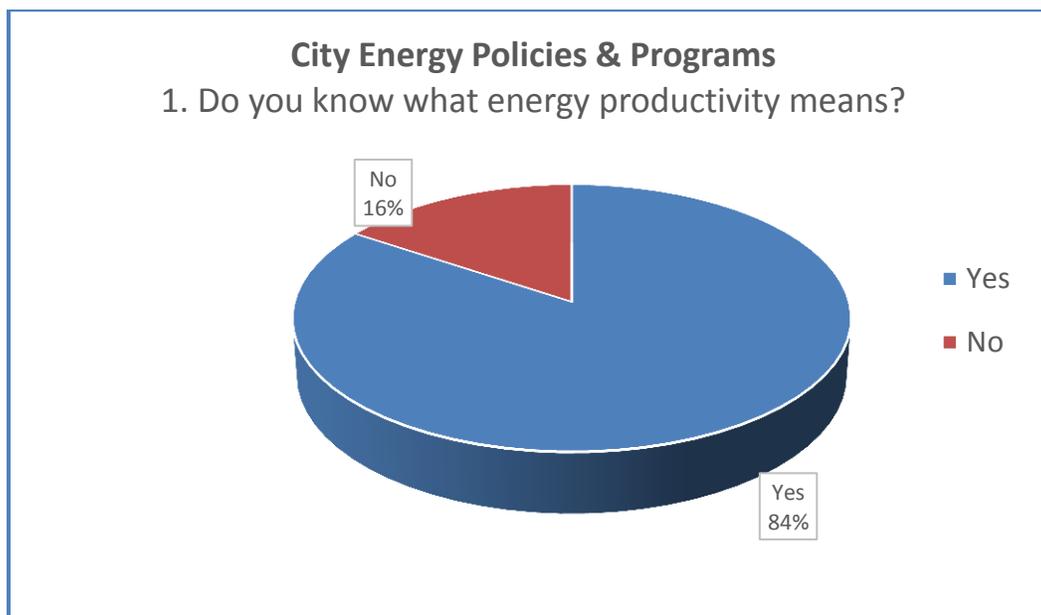
Cities and states responding to the survey **ranked energy productivity as a high priority**. However, prior to the survey the majority of cities and states were **unaware of the nation's goal to double energy productivity by 2030** – indicating there is a need to create an awareness building campaign for the goal and the Energy 2030 policy recommendations. Even the cities and states that had never heard of Energy 2030 before the survey expressed **strong support for the Energy 2030 goal and interest in participating in the campaign**.

The survey also indicated that cities and states are already implementing policies and programs that align with the Energy 2030 recommendations. This allows for opportunities to scale up success stories and develop increased visibility at the national level. The majority of survey respondents answered **yes to having comprehensive energy efficiency policies and programs in place covering all sectors of the economy** and self-report that they are **largely on track to meet those targets**. Also, and importantly, nearly all of the respondents expressed **interest in participating in a state competition for energy productivity policy innovation – a key recommendation of Energy 2030**.

Both cities and states agreed that **funding was by far the biggest challenge they faced** in developing energy efficiency policies and programs, and **visibility and building awareness rounded out the top three barriers** to success. Surprisingly, **technical assistance came in last in the list of options**. The Energy 2030 campaign will take these needs into consideration through its advocacy work.

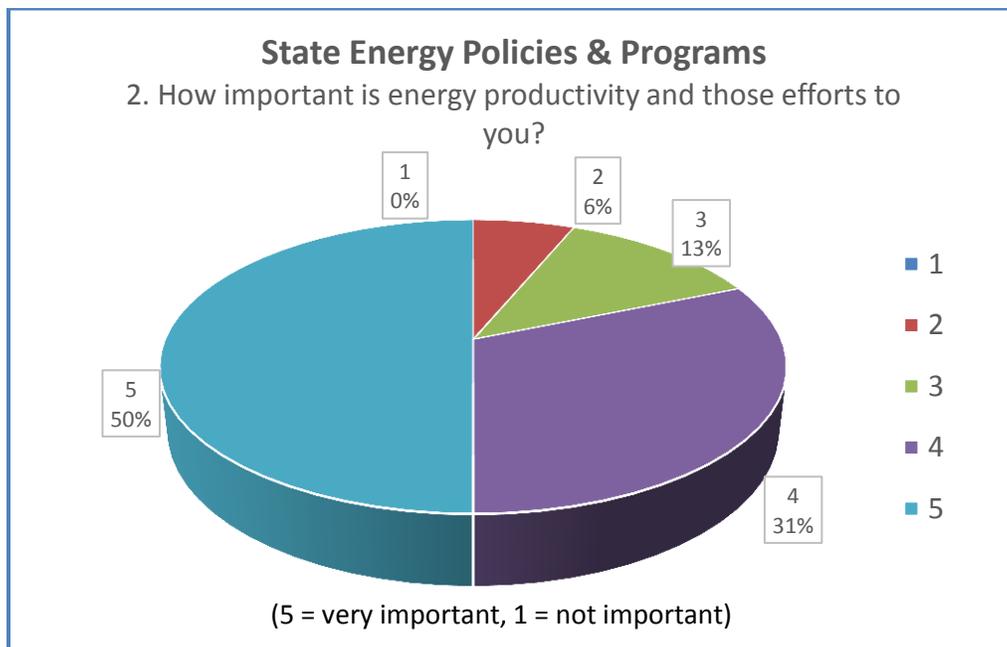
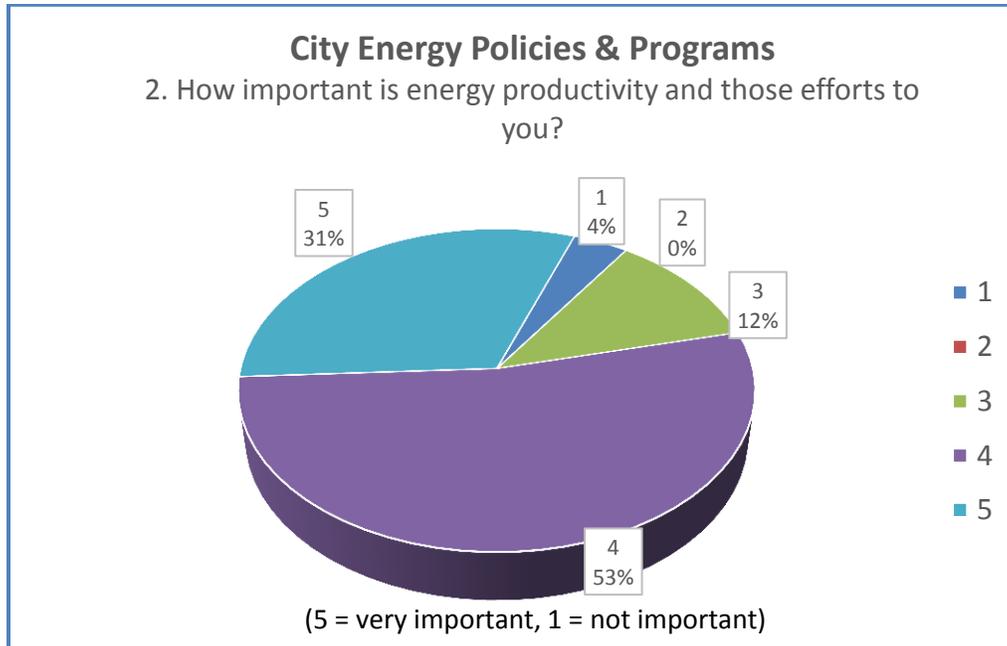
Defining Energy Productivity

The vast majority of cities (84%) and states (87%) know the definition of energy productivity. This indicates that the Energy 2030 campaign will not need to focus on basic education of the goal of doubling U.S. energy productivity.



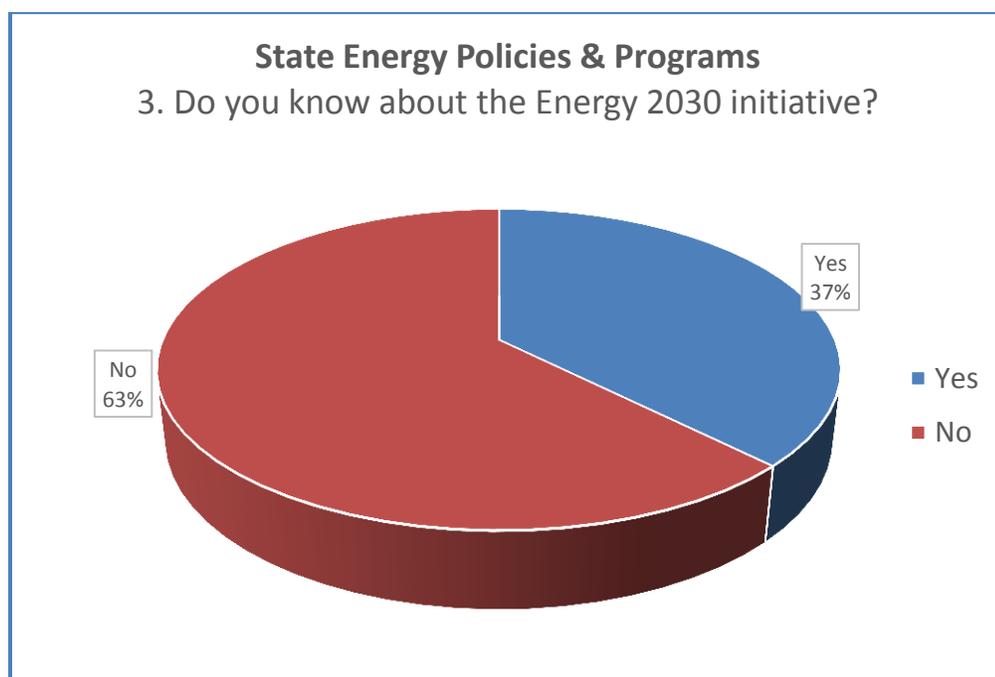
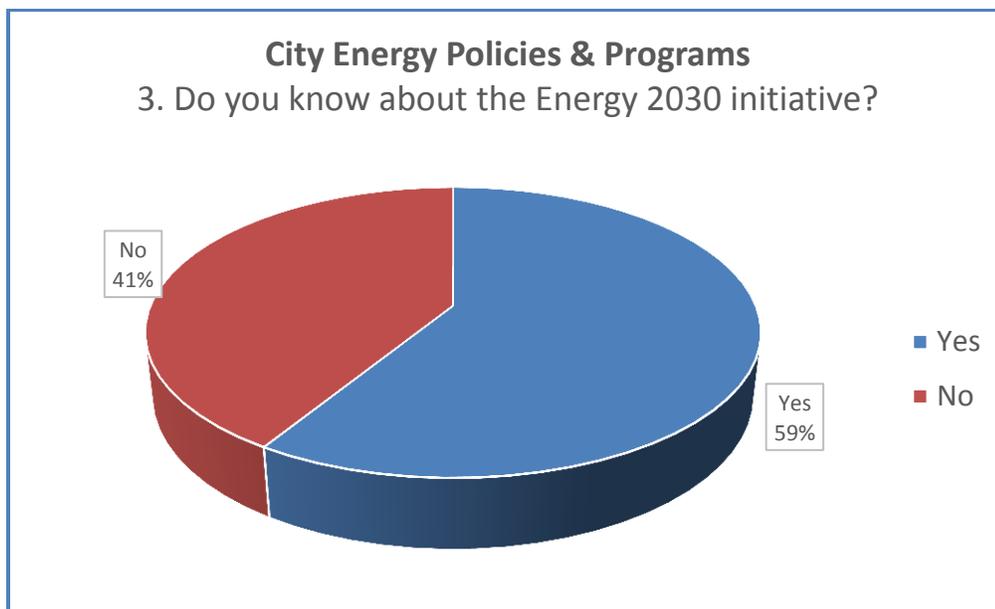
Importance of Energy Productivity

84% of cities and 81% of states said that energy productivity was either *important* or *very important*.



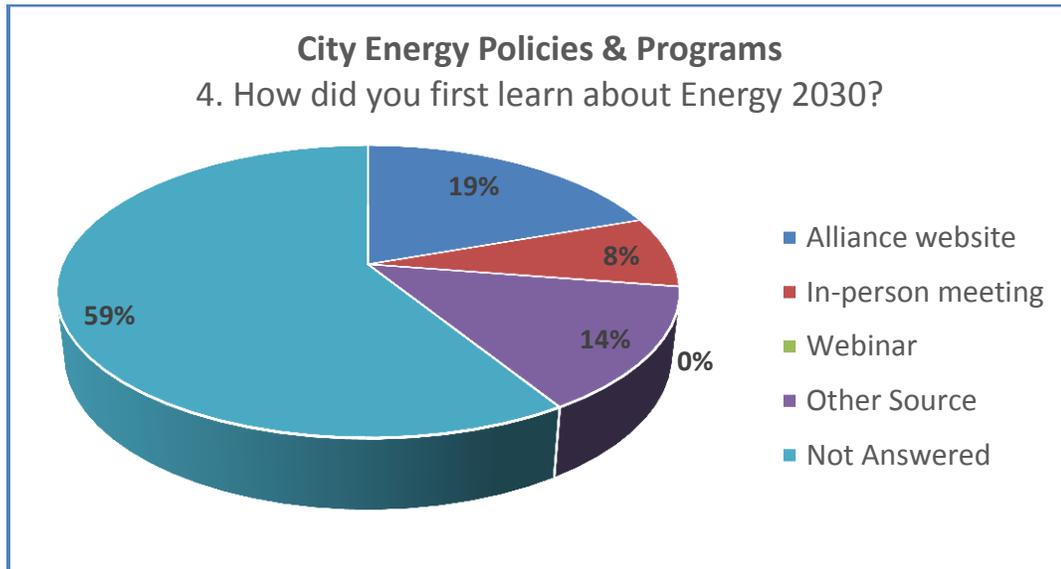
Knowledge of Energy 2030

The majority of cities (58%) and states (63%) do not know about the Energy 2030 initiative – only confirming the need for a national awareness building effort.

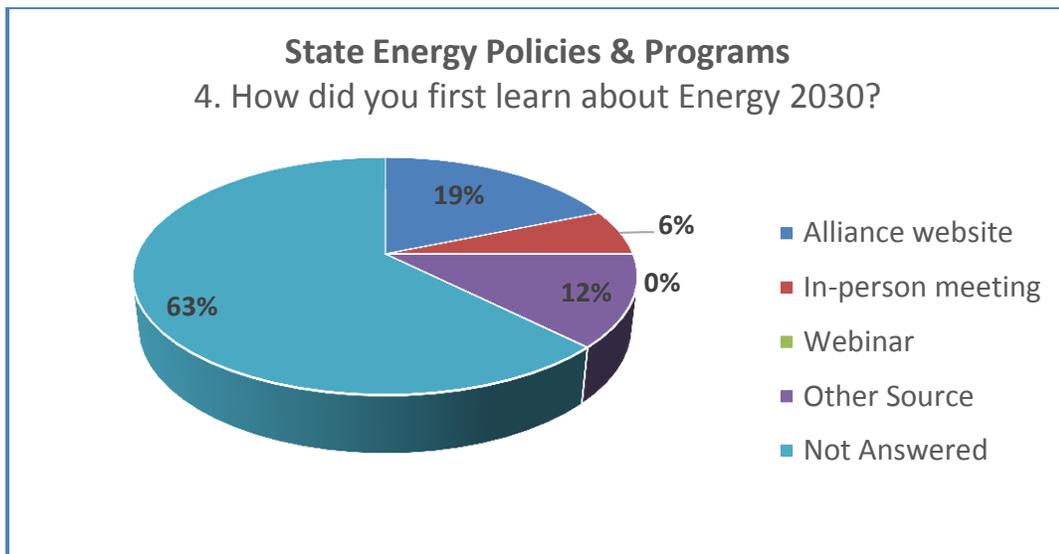


First Learned of Energy 2030

For cities, those who had heard of Energy 2030 had first learned about it from the Alliance website (19%), through an in-person meeting (8%), or another source (14%). Three respondents said that they had heard of Energy 2030 from direct outreach by the Alliance, while one person had heard of the initiative at a Southeast Energy Efficiency Alliance (SEEA) legislative breakfast.

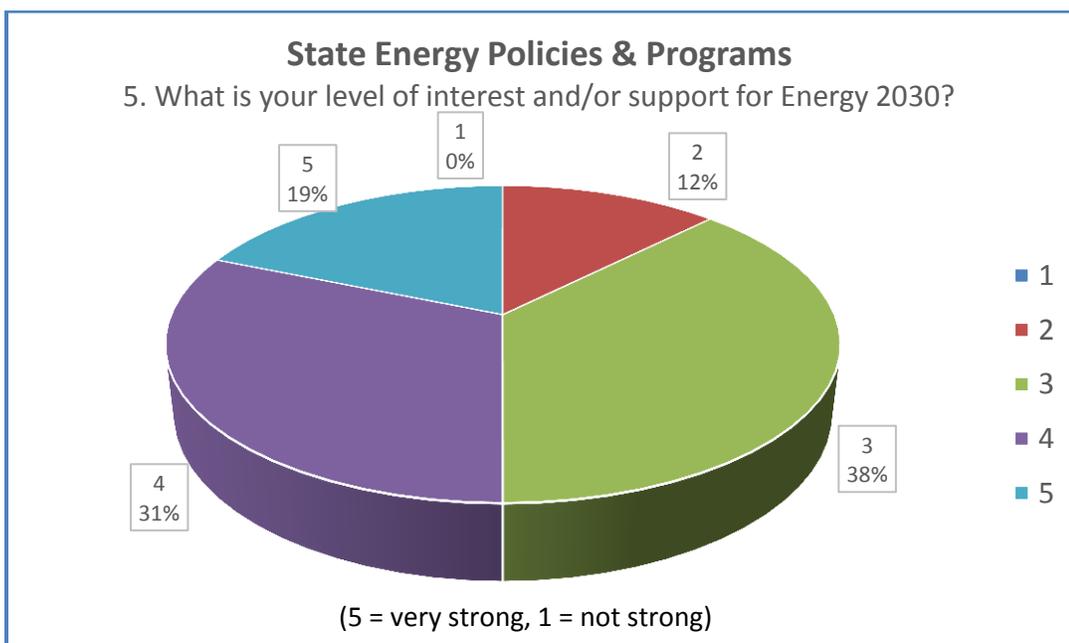
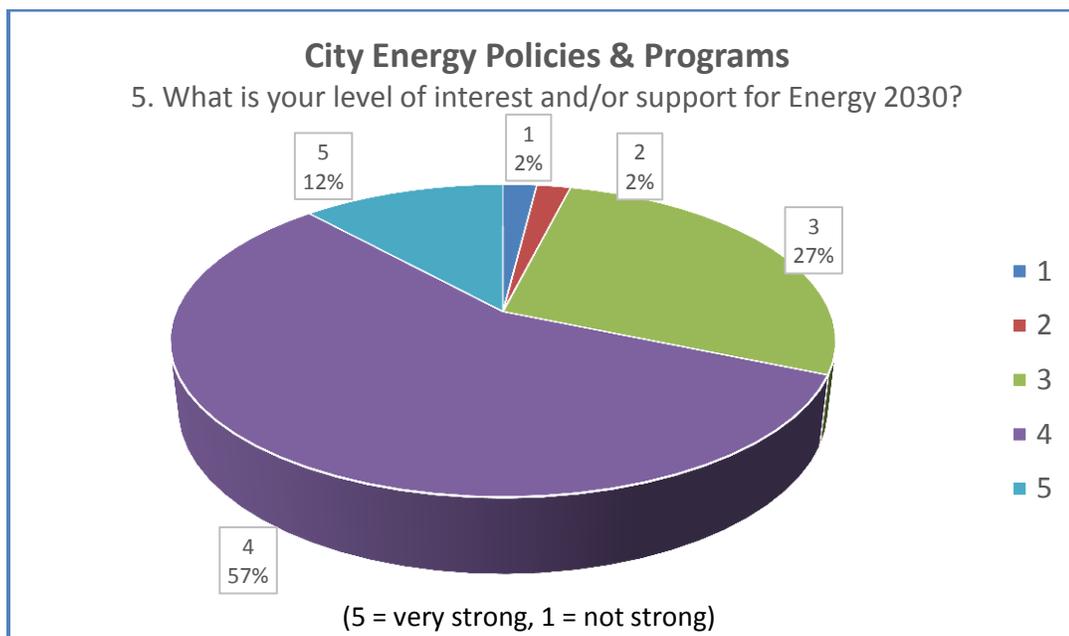


For states, those who had heard of Energy 2030 had first learned about it from the Alliance website (19%), through an in-person meeting (6%), or another source (12%). One respondent had learned about Energy 2030 at a NASEO Annual Meeting.



Interest/Support for Energy 2030

Even cities and states that had never heard of Energy 2030 before the survey were very interested in/supportive of the initiative; 69% of cities and 50% of states said that their level of interest/support for Energy 2030 was either *strong* or *very strong* – indicating the need for a national dialogue.

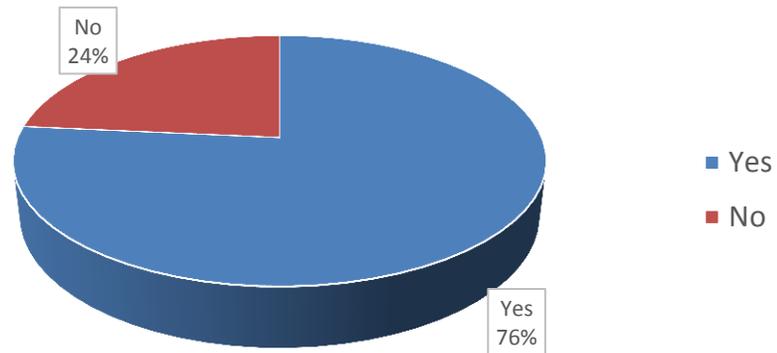


Interest in a State Competition for Funding Energy Productivity

Both cities and states were very interested in a state competition for innovation funding around energy productivity, as called for in the Energy 2030 recommendations. 76% of cities and 81% of states expressed interest in such an idea. This feedback is critical in advocating for this initiative.

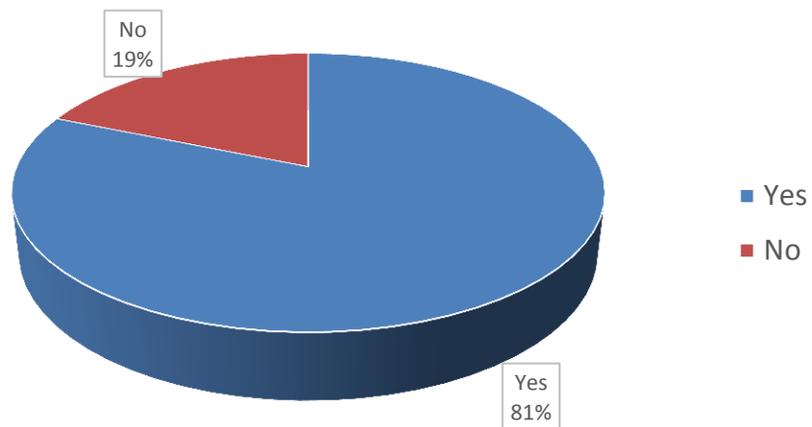
City Energy Policies & Programs

6. Would you be interested in partnering with your state in a competition for innovation funding around energy productivity?



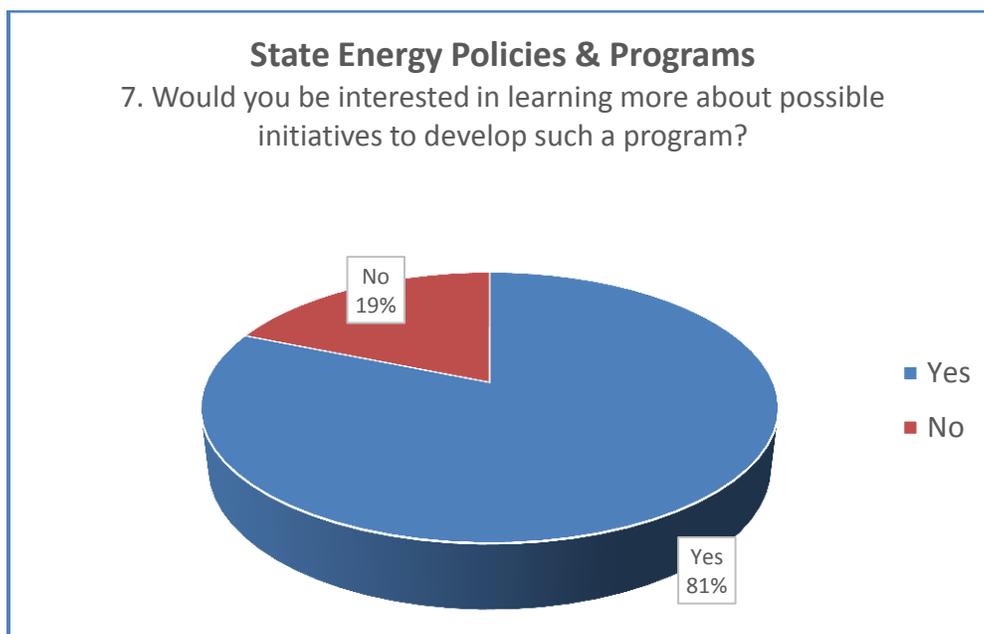
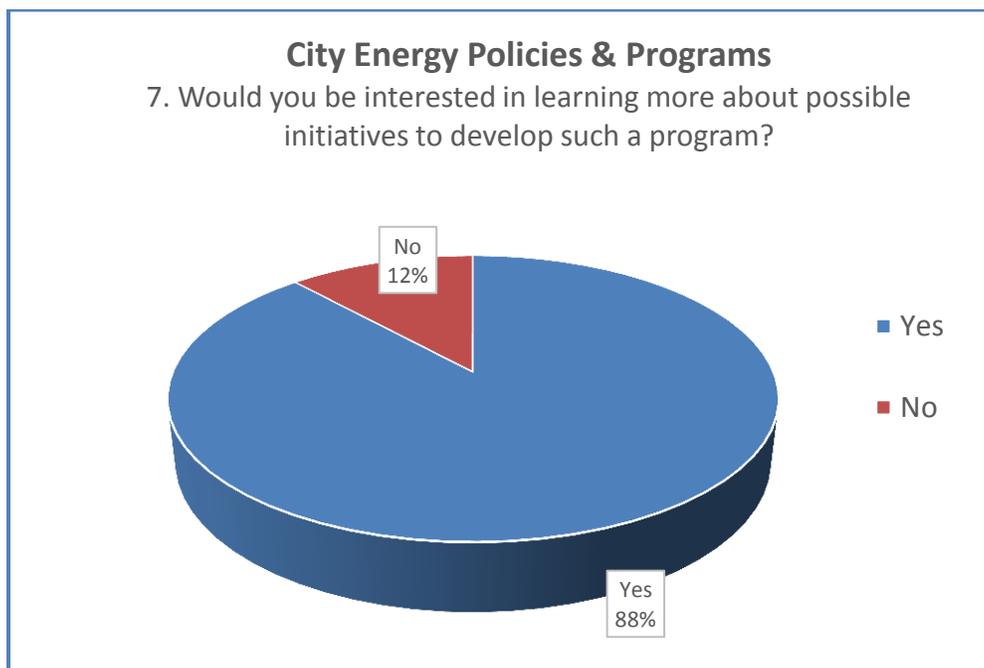
State Energy Policies & Programs

6. Would you be interested in a state competition for innovation funding around energy productivity?



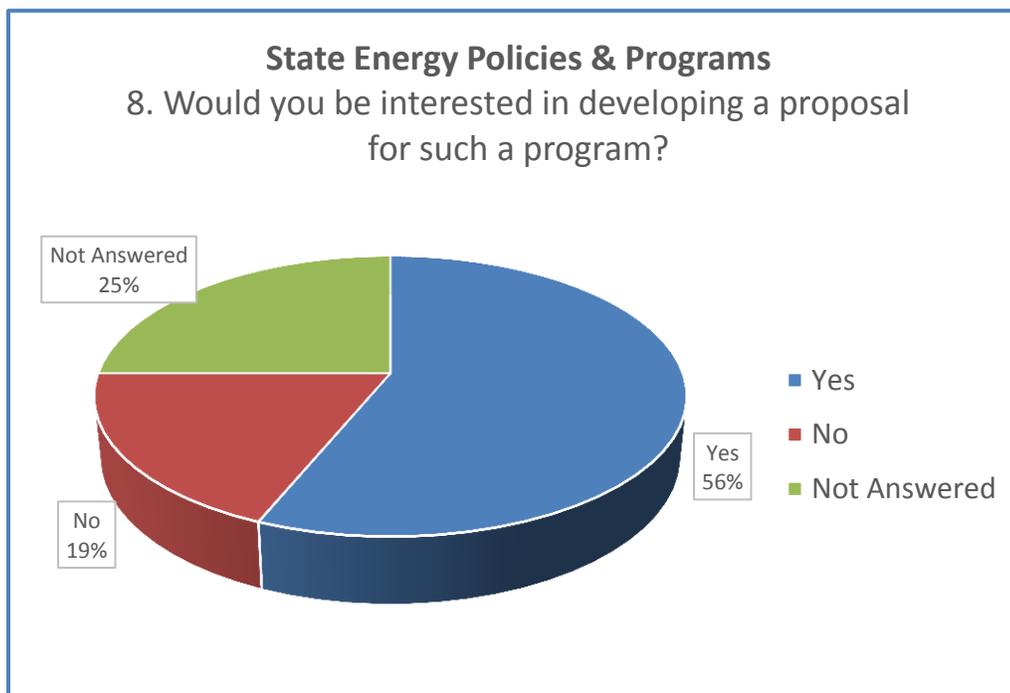
Initiatives to Develop a State Competition

88% of cities and 81% of states are interested in learning more about possible initiatives to develop a state competition focused on energy productivity. Again, this information will be extremely helpful while advocating for and developing such a competition that could have a huge impact on driving the nation towards the goal of doubling energy productivity by 2030.



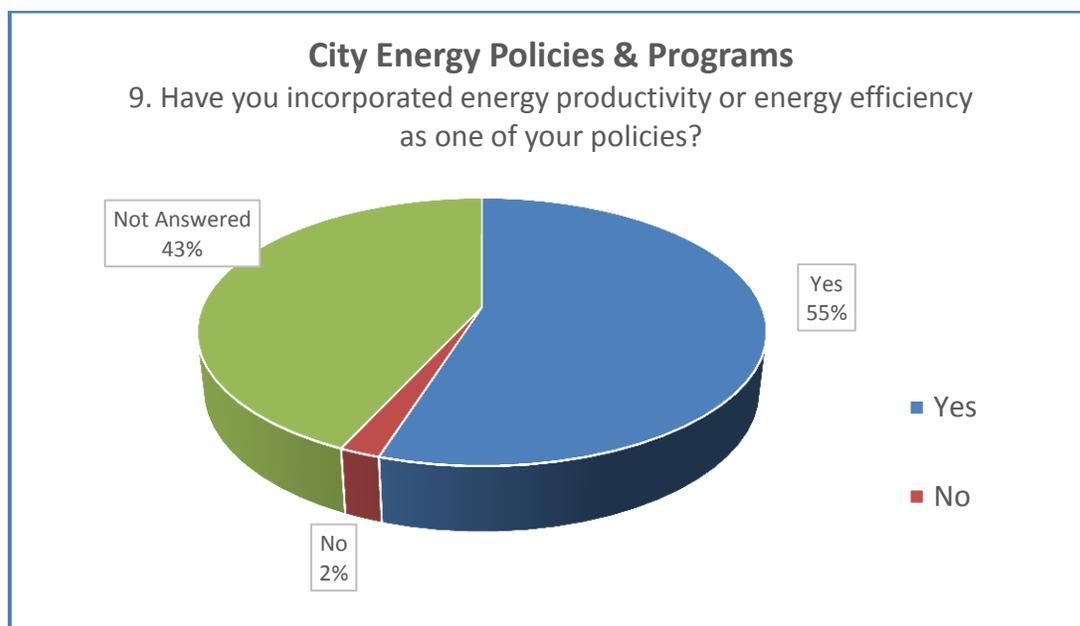
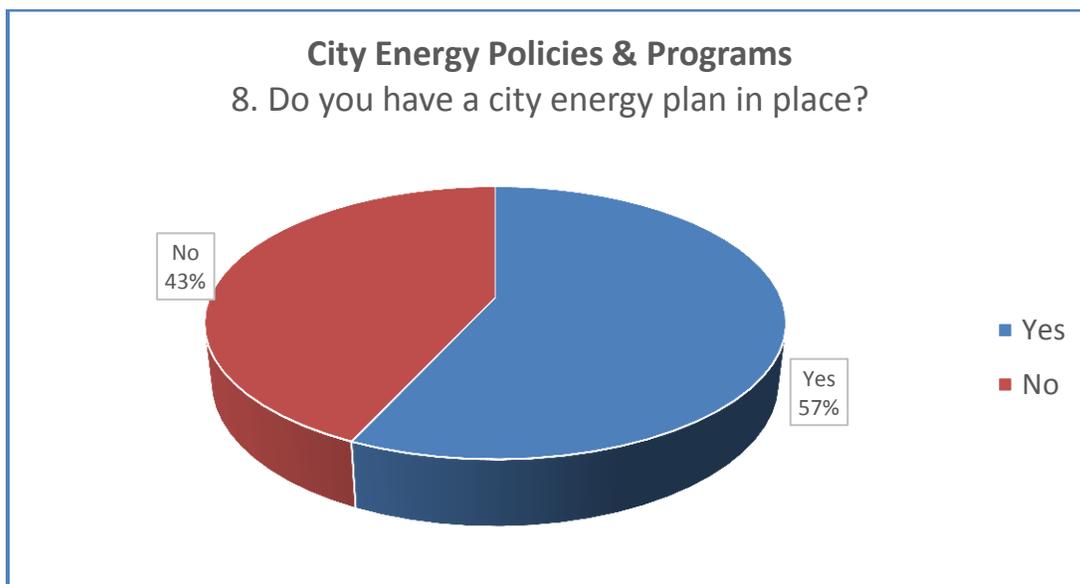
Initiatives to Develop a State Competition (continued)

56% of states were interested in developing a proposal for a state energy productivity competition.



City and State Energy Plans

57% of cities have a city energy plan in place, and 55% have incorporated energy efficiency or energy productivity as one of their main priorities. These numbers indicate the need to incorporate energy efficiency into more local planning efforts. The Energy 2030 campaign could provide the needed information for local governments to take those first steps.



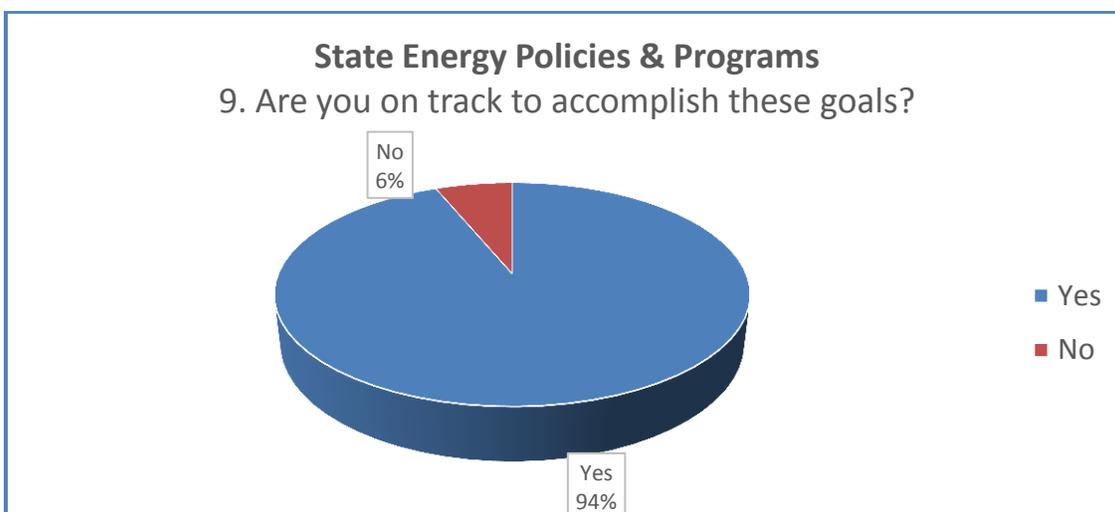
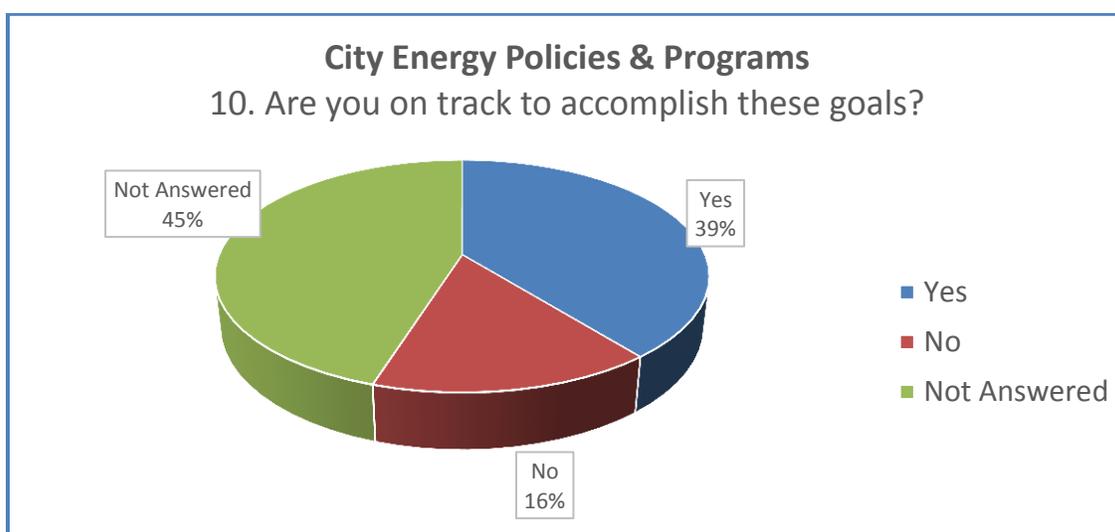
All state respondents said that their state energy plan had been revised sometime in the last five years; 50% of respondents said that their state energy plan had been revised since 2012.

City and State Energy Plan Goals

Both city and state respondents were asked about some of the goals for their city or state energy plan. Below are some of the most common answers:

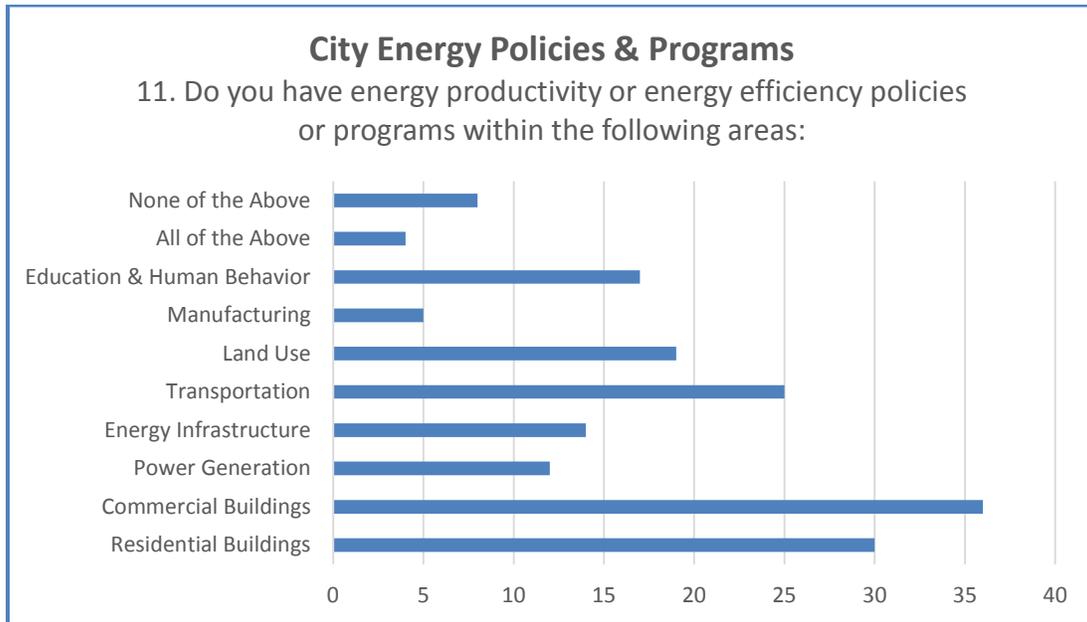
States: Promote energy efficiency, use of renewables, create jobs, use natural gas, and keep energy prices low.

Cities: Reduce energy consumption (especially in buildings), reduce carbon footprint, two cities mentioned participation in the Better Buildings Challenge. Only 39% of cities reported being on track to accomplish their goals, but many cities did not answer this question or list any of their goals. 94% of states reported that they were on track to accomplish their goals.

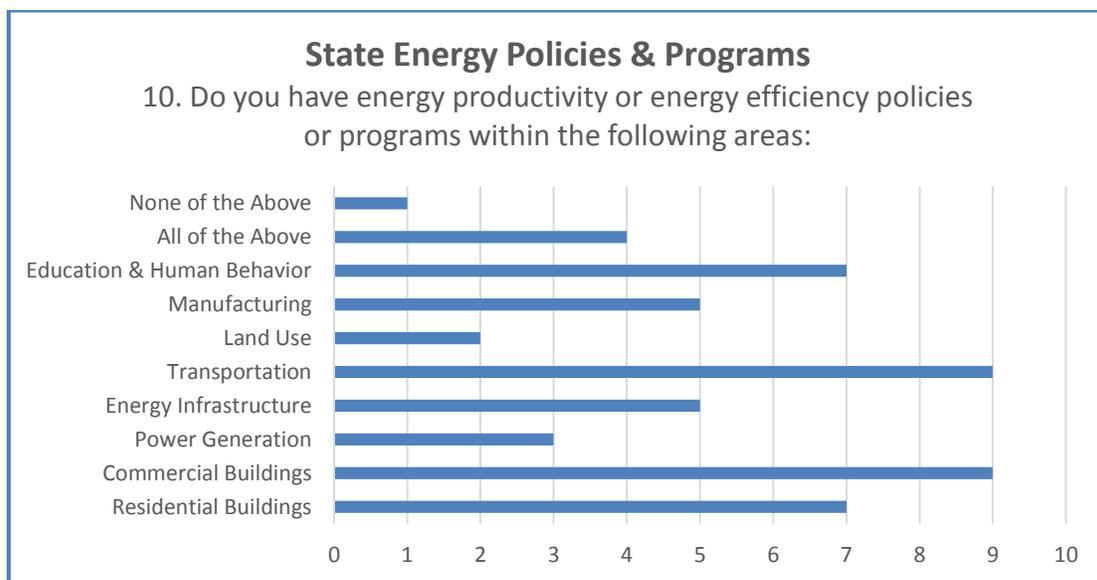


Existing Policies and Programs

The responding cities already have a number of energy efficiency policies and programs (regarding residential buildings [59%], commercial buildings [71%], transportation [49%], etc.) in place.

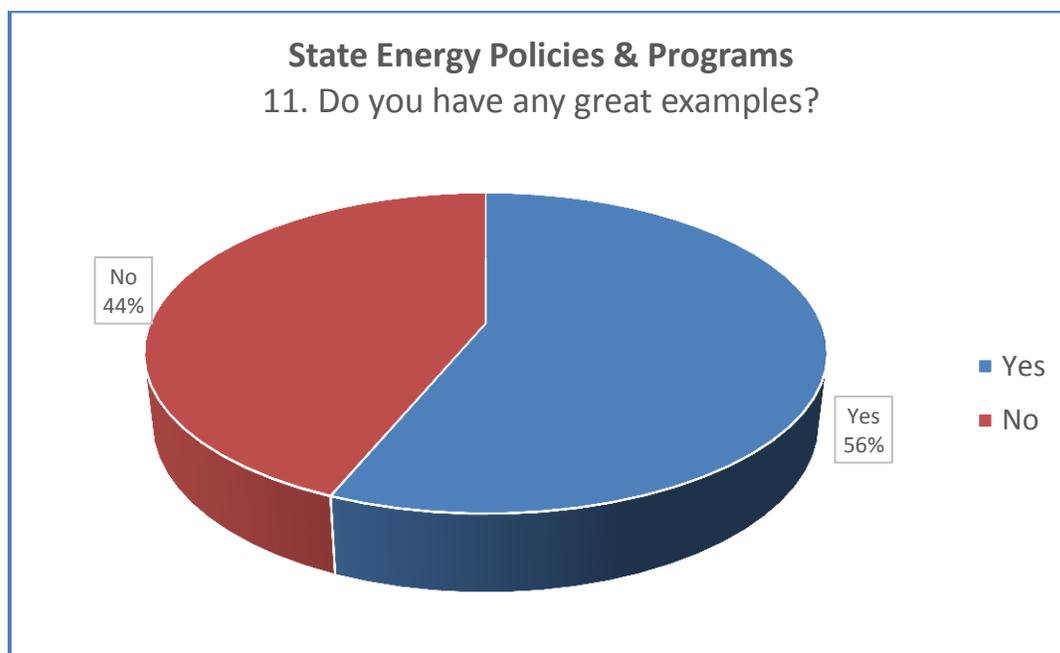
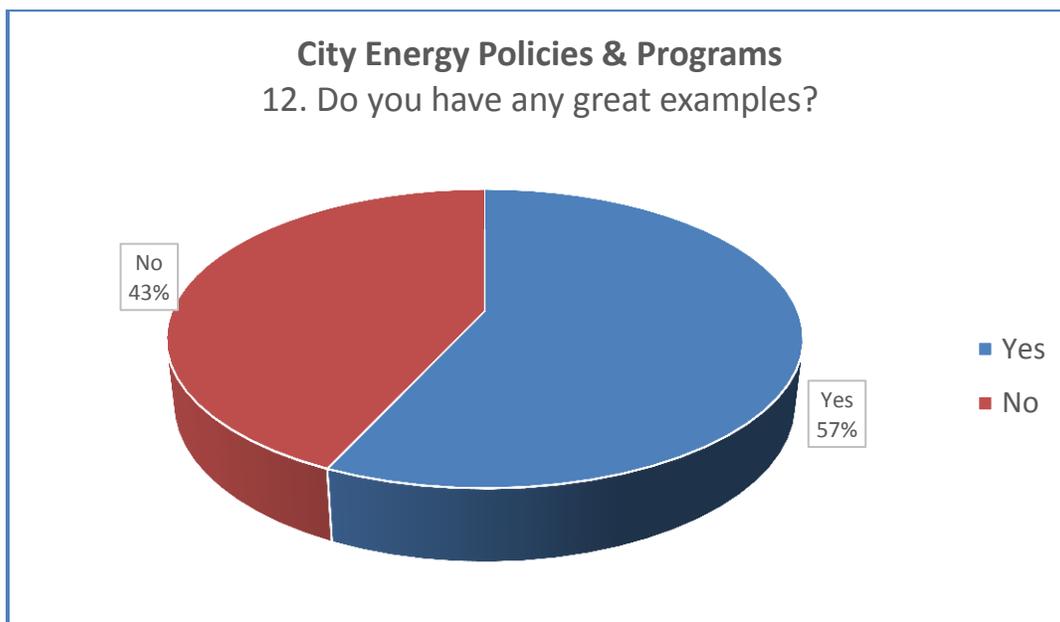


The responding states also have a number of energy efficiency policies and programs (regarding transportation [56%], commercial buildings [56%], education and human behavior [43%], etc.) in place.



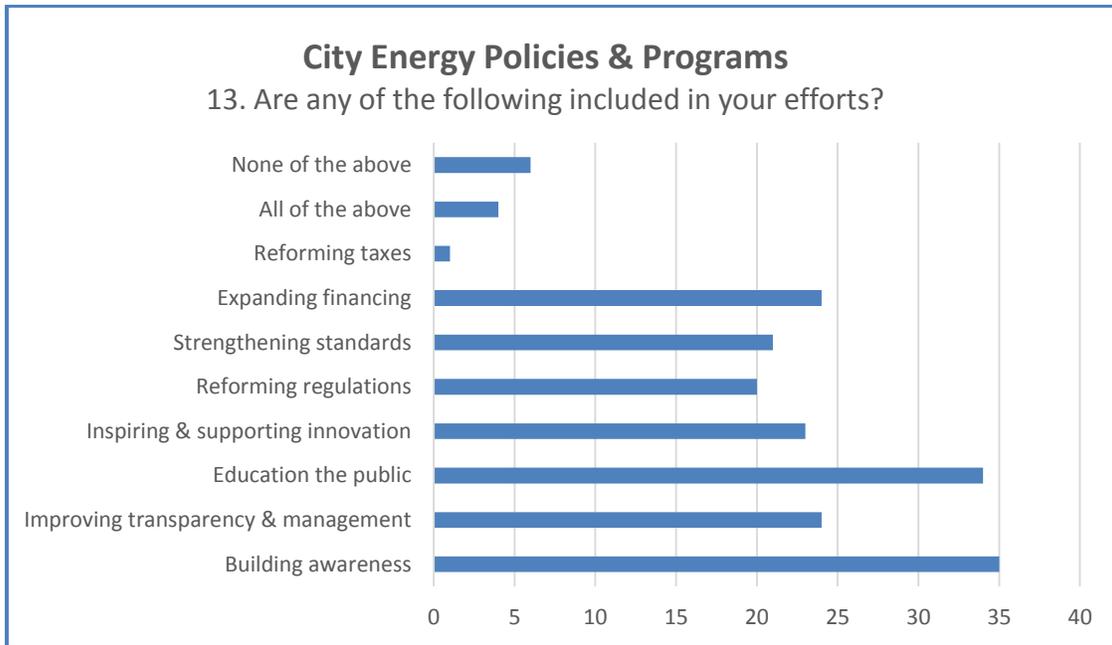
Success Stories

57% of cities and 56% of states said that they had great examples of successful energy efficiency policies and programs. The majority of those respondents said that they would be willing to share those success stories publicly to support the Energy 2030 initiative.

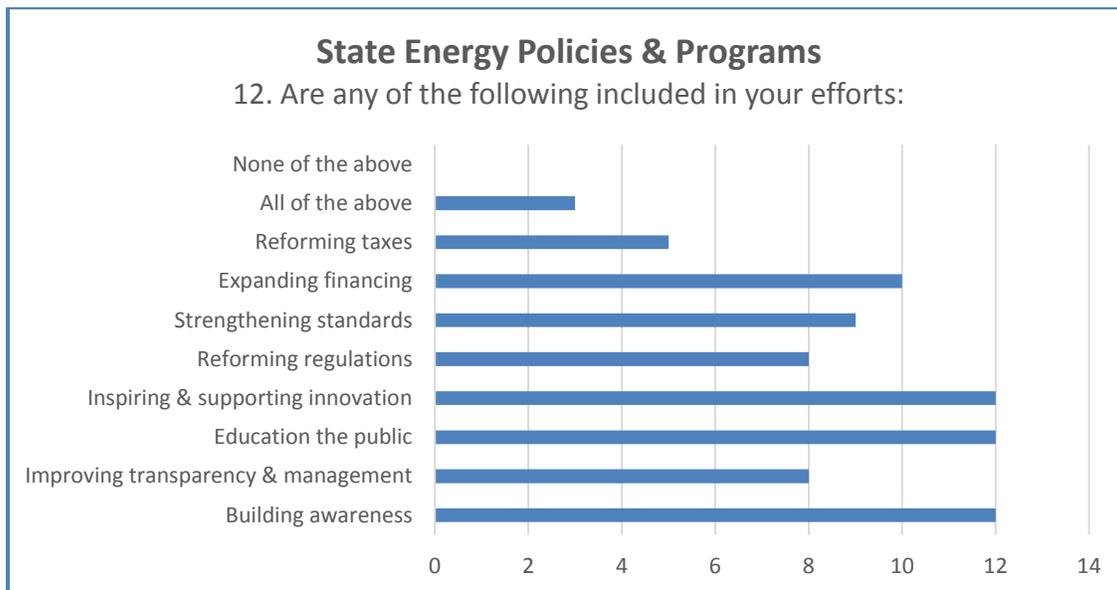


Success Stories

Responding cities outlined several efforts (including educating the public [67%], building awareness [69%], improving transparency and management [47%], etc.) that have already been successful.

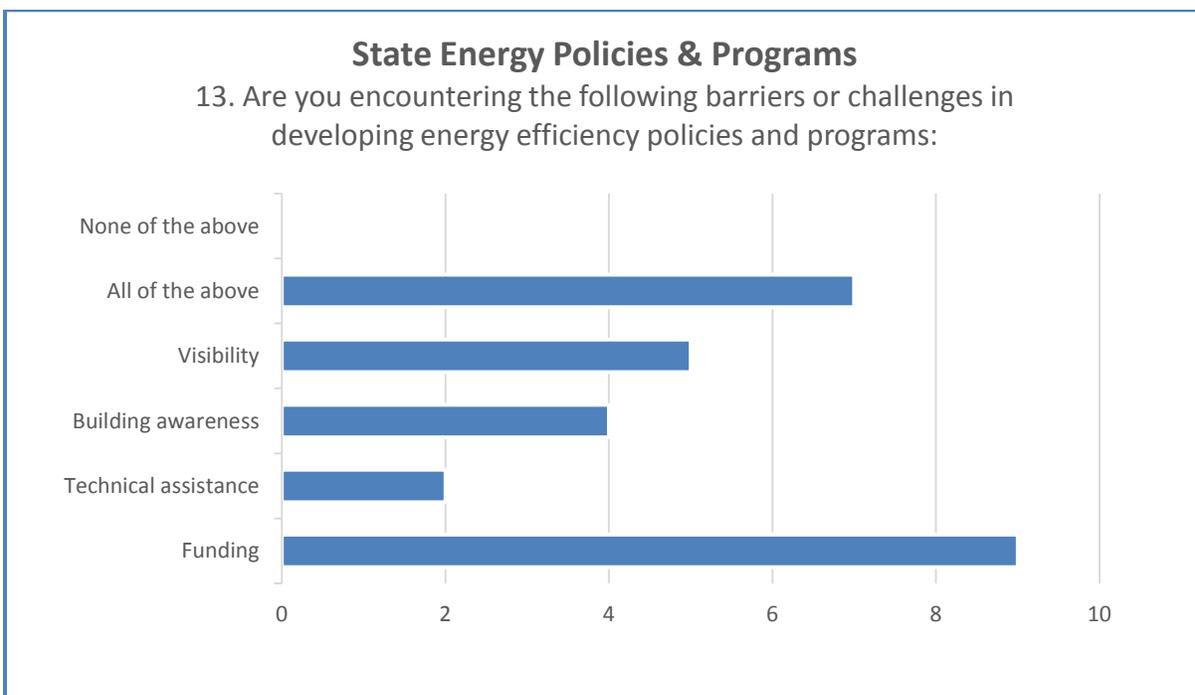
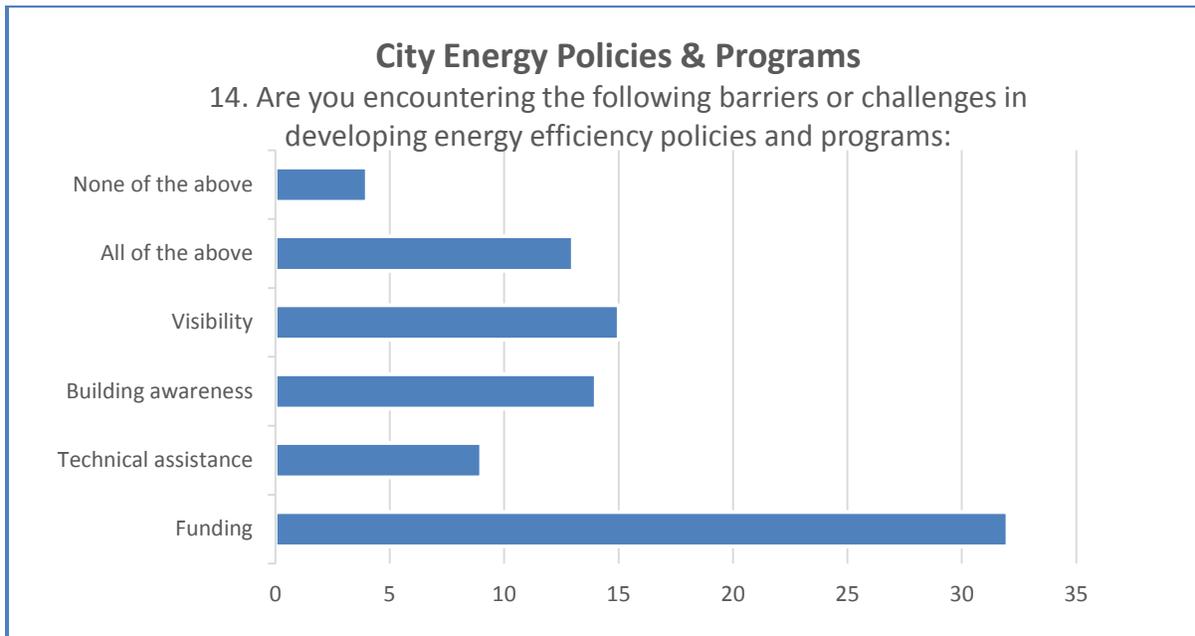


Responding states outlined several efforts (including building awareness [75%], inspiring and supporting innovation [75%], educating the public [75%], etc.) that have already been successful.



Biggest Challenges

Cities (62%) and states (56%) agreed that funding was one of the biggest challenges they faced in developing energy efficiency policies and programs. These barriers, including visibility and building awareness, need to be communicated at a national level for additional support.



About the Survey

The Alliance to Save Energy designed two slightly different surveys, with one directed toward states and the other directed toward cities. Cities and states could complete the survey electronically from December 9, 2013 through February 21, 2014. Each survey contained questions about each state or city's existing or planned energy policies and programs, and their desire to partner with the Alliance on the Energy 2030 initiative. The Alliance contacted 99 governor's offices, advisors, and state energy offices, representing all 50 states with a response rate of 16%. The Alliance contacted 285 mayor's offices, advisors, and sustainability directors, representing 150 cities with a response rate of 18%. We would like to thank all those who participated in the survey.

States

The Alliance sent the state survey to 99 governor's offices, state energy offices, and other similar state officials. Sixteen recipients, representing fifteen different states, responded to the survey. The responding states were fairly diverse geographically, representing the west coast, the Midwest, the south, the southwest, the mid-Atlantic, and New England. The states were fairly evenly split politically, with eight blue states and seven red states.

Responding States:

California	Tennessee
Illinois	Utah
Louisiana	Virginia
Mississippi	Vermont
Nebraska	Washington
New Hampshire	Wisconsin
Oklahoma	West Virginia
Pennsylvania (two responses)	

Cities

The Alliance sent the city survey to 285 mayor's offices, sustainability managers, and other similar city officials. 50 recipients, representing 48 different cities, responded to the survey.¹ The vast majority of the cities that responded were medium or large cities with a population over 150,000. The smallest city to respond was Irwindale, CA (population of 1,422) and the largest city to respond was Los Angeles, CA (population of nearly 3.8 million). The cities were diverse geographically, with most respondents on the west coast, the south, the southwest, or the mid-Atlantic. The majority of the responding cities were blue.

Responding cities:

Phoenix, AZ	Lexington, KY	Pittsburgh, PA
Little Rock, AR	Louisville, KY	Chattanooga, TN
Elk Grove, CA	Baltimore, MD	Knoxville, TN
Garden Grove, CA	Minneapolis, MN	Memphis, TN
Irvine, CA	Jackson, MS	Amarillo, TX
Irwindale, CA	Lincoln, NE	Austin, TX (two responses)
Los Angeles, CA	Reno, NV	Brownsville, TX
Ontario, CA	Fayetteville, NC	El Paso, TX
Santa Ana, CA	Raleigh, NC	Fort Worth, TX
Santa Clarita, CA	Yonkers, NY	Grand Prairie, TX
Denver, CO	Akron, OH	Houston, TX
Washington, DC (two responses)	Cleveland, OH	San Antonio, TX
Jacksonville, FL	Columbus, OH	Norfolk, VA
St. Petersburg, FL	Toledo, OH	Richmond, VA
Atlanta, GA	Oklahoma City, OK	Madison, WI
Des Moines, IA	Portland, OR	
	Philadelphia, PA	

¹ Note: There were actually 51 respondents to the city survey, but one recipient took the survey twice.