

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

Background

The Alliance to Save Energy, a non-profit organization dedicated to advancing energy efficiency, 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.

Defining the Energy 2030 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

Energy 2030 on the Road Campaign Stops

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 enlist them in the effort. In 2014, the Alliance hopes to visit up to 10 key communities across the country. This report highlights one of these campaign stops.

Spotlight: Southern California

Overview

Southern California Edison (SCE) and Los Angeles Department of Water & Power (LADWP) co-hosted the second Energy 2030 *On the Road* event in southern California on January 15, 2014. The half-day event gathered over 100 attendees (see detail below) to hear local and state government, business and NGO leaders discuss the potential impact of the Energy 2030 goal on southern California and the entire state, and detail the investment, modernization and outreach strategies required to achieve the goal.

Erwin Furukawa, senior vice president of Southern California Edison, kicked off the event with an overview of the Alliance to Save Energy and the Energy 2030 initiative – and the importance in participating in the new Energy 2030 *On the Road* campaign. He was followed by the keynote of the event, president of the California Public Utilities Commission, Michael R. Peevey, who expressed strong support for the Energy 2030 goal of doubling U.S. energy productivity by 2030 and detailed actions that have been taken and what needs to be taken at the state level to continue to move in the direction of meeting to goal.

There then were two panel discussions, Best Practices in Investing & Modernization and Motivating Action through Policy & Outreach. The panelists focused on their roles in driving energy productivity gains and the support needed from policy makers to be effective in their efforts. The panelists included:

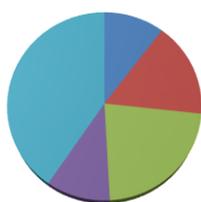
- Ted Bardacke, Deputy Director of Sustainability, Office of Los Angeles Mayor Eric Garcetti
- Stephen Dulac, Director of Engineering, DIRECTV
- David Jacot, P.E., Director of Efficiency Solutions, Los Angeles Department of Water & Power
- Gene Rodrigues, Director of DSM Strategy, Portfolio Oversight & Technical Support, Southern California Edison
- Bob Foster, Mayor of Long Beach
- Fred Harris, Assistant Vice Chancellor, College Finance and Facilities Planning, California Community Colleges Chancellor's Office
- Mary Ann Lutz, Mayor of Monrovia

Attendance Breakdown

Success for the Energy 2030 *On the Road* campaign stops hinge on getting the right people to attend the cornerstone briefings. As defined for purposes of the campaign, the “right people” are the business, opinion and policy leaders with authority/power to commit to the energy productivity goal for their locality and then to implement the policies, programs and initiatives necessary to reach the goal. Measured against this metric, the campaign stop in southern California was a huge success.

There was a very strong showing from all of the key stakeholder groups: 116 people attended the event with 19 attendees from government, 12 from academia, 12 from non-profits, 26 from industry and 47 from utilities. Among those organizations were, City of Los Angeles, US General Services Administration, Siemens, UC Davis Energy Efficiency Center, and The Energy Coalition.

Energy 2030 on the Road: Southern California attendee breakdown:



Social Media from the Event

Twitter was very active for the event. The Alliance's 17 tweets received more than 39 retweets and replies, and 10 favorites. The Southern California Energy 2030 tweets covered keynote speakers, panels, and other notable events from the day and reached over 390,000 people.

Event Twitter statistics:

- Tweets: 17
- Retweets: 37
- Replies: 2
- Favorites: 10
- Impressions: 396,490

Notable Participants:

- LA Mayor's Office (@LAMayorsOffice)
- Southern California Edison (@SCE)
- Marissa Rosen, Director of Social Media at Triple Pundit (@MarissaR1, @TriplePundit)
- Ken Muche, PR for Verizon Wireless in SoCal (@VZWken)
- California Community Colleges Communications (@CalCommColleges)



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"Energy is not saved. People save #energy" - Ted Bardacke, Deputy Dir of #Sustainability @LAMayorsOffice #energyefficiency #energy2030

← Reply 🗑 Delete ★ Favorite ⋮ More

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RETWEETS



1:14 PM - 15 Jan 2014



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"@USMayors see the #Energy2030 plan as a key driver for increased #energyefficiency across [US]" - @MonroviaCA @MayorLutz #energy2030

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RETWEETS



3:07 PM - 15 Jan 2014

Post Event Survey Results

A follow-up survey was sent out to the event attendees and approximately 10% responded. The event was rated higher than average for overall agenda, topics and format, program length, networking opportunities and both panels. Three out of eight people attended the event for networking opportunities, eight out of eight attended to learn more about Energy 2030, four out of eight attended to learn more about the Alliance to Save Energy and one out of eight attended for other (training & curriculum for community college). The respondents had little knowledge about Energy 2030 before the event, felt knowledgeable about Energy 2030 after the event and now all eight are interested in working towards the goal of doubling energy productivity by 2030 in their own community or at work. Two out of eight are willing to participate in the Energy 2030 campaign and five out of eight are unsure about participating in the campaign.

Additional comments included: "Continue to have different industries/cities talk about how they managed to save energy. Handouts for any types of grant opportunities or rebates for energy savings in the regional area where you are doing your presentations. If we can get buy-in from the top to make a commitment to save energy, the trickle-down effect would be greater."; and "Distribution of the attendees and their contact numbers would have been helpful for us to follow up with those that we did not have enough time to connect with." One out of eight attendees responded as already being a member of the Alliance to Save Energy and two out of eight are interested in becoming a member of the Alliance.

Next Steps

Meetings and discussions with key organizers, speakers and participants from the various meetings and briefing in southern California are continuing with a goal of securing firm commitments from city and state officials to join the Energy 2030 pledge campaign and support the goal of doubling energy productivity by 2030.

Once commitments have been made and publicly announced, the Alliance will empower and provide appropriate assistance and support – as requested – to local stakeholders as they craft plans and/or advocacy efforts to advance the goal.