

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: U.S. Southeast in Atlanta, Georgia

Overview

[ASHRAE](#) and the [Southeast Energy Efficiency Alliance](#) co-hosted the Alliance's Energy 2030 *On the Road*: Southeast campaign stop in Atlanta, Georgia on June 23, 2014. The event enjoyed the sponsorship of Alliance Associate members [Cree](#), [Ingersoll Rand](#), [Lime Energy](#), and Georgia Power (a subsidiary of [Southern Company](#)). In keeping with the goal of building strong alliances at the state and local levels, the development of the agenda and invitation lists were done in collaboration with the co-hosts and in partnership with [Southface Energy Institute](#).

The event was an enormous success, gathering nearly 60 attendees representing all key stakeholder groups necessary to driving energy efficiency in the community and Southeast. The event was also a showcase of leadership, with keynote remarks from Commissioner Brandon Presley of the Public Service Commission of Mississippi.

The goal of doubling energy productivity by 2030 was embraced by local and state leaders, business, civic and NGO leaders who populated the agenda and detailed strategies for the Southeast to achieve the goal, building on the key themes of Energy 2030: *invest, modernize, and educate*.

Attendance 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 the authority 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, the campaign stop in Atlanta, Georgia was a success and resulted in 18* commitment signatures. **Some of the signatures represent organizations that are already partners or endorsers and wanted to reiterate their commitment, as well as, individual supporters.*

There was a very strong showing from some of the key stakeholder groups in the Southeast. Participants and attendees represented Alabama, Georgia, Mississippi, South Carolina, North Carolina, and Tennessee. 57 people attended the event: 7 government officials/staff members; 3 representatives from academia/students; 13 NGO representatives; 27 business representatives; and, 7 energy utility representatives

Attendees included representatives from groups that the Alliance will engage with to ensure that the Energy 2030 goal gains traction at the city and state levels. In addition to the co-hosts and partners above, these include Agnes Scott College, American Chemistry Council, Argos Cement, Big Ass Solutions, BLT Sustainable Energy, Central Electric Power Cooperative, City of Raleigh, Epsten Group, Georgia Public Services Commission, GDS Associates, Georgia Building Authority, Georgia Environmental Finance Authority, Georgia Tech, GoodCents, GreenLaw, Hartsfield Jackson Atlanta International Airport, Rooted,

Sustainability Consultants, Sustainable Investment Group, The Avani Partners, Bellsouth, and Tennessee Valley Authority.

Media Coverage

The event was covered by E&E Publishing's [EnergyWire](#). An article, "EPA climate plan 'might bring new life' to energy efficiency efforts", summarizing the event was published on June 24, 2014 and highlights remarks by former Alliance Board of Director, Dr. Marilyn Brown of Georgia Tech, and how the goal of Energy 2030 and energy efficiency can strengthen the economy of the Southeast and work for both consumers and utilities.

Social Media

The Alliance Twitter account posted **28 tweets** about the Southeast event. The tweets received 73 retweets, **5 replies** and **25 favorites** with the potential to have reached approximately **925,000 users**. [ACORE](#), [Cree](#), [Ingersoll Rand](#), and [Lime Energy](#) were a few of the notable accounts that engagement with the Alliance throughout the event. These tweet excerpts showcase the rich dialogue of the Southeast event.

The Alliance published one post on Facebook about the Southeast event. Together, the posts received **36 likes**, **7 shares**, and **comments**. The post on Facebook linked to new content on the Alliance's *Blog to Save Energy*. The [blog](#), *The Southeast Looks Ahead to An Energy Productive Future*, highlighted energy efficiency efforts of Atlanta and the surrounding region. The blog post was received **41 tweets** and **8 Facebook shares**.



Post-Event Survey Results

Less than 1% of event participants responded to our follow-up survey. As a result, the survey cannot be viewed as a sampling of the overall participant experience. However, the responses that we did collect rated excellent for overall agenda, topics & format, and program length. Respondents rated both networking opportunities and all three panels above average. All of the respondents attended the event for networking opportunities and to learn more about Energy 2030, and two out of three people attended to learn more about the Alliance. Respondents reported having little knowledge about Energy 2030 before the event, but felt knowledgeable about Energy 2030 after the event and all reported their new interest in

working towards the goal of doubling energy productivity by 2030 in their own community or in their organization.

An additional comment included: “I really enjoyed this event, meeting the Alliance staff and networking with other energy efficiency professionals.”

Next Steps

Meetings and discussions with key organizers, speakers and participants from the Southeast that attended the Atlanta briefing 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 publically 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.