

## Talking Points for Energy 2030 & the *On the Road* State and Local Campaign

### Energy Productivity:

- Most simply, energy productivity means getting more out of every unit of energy we use. It means heating more homes, going more places, and running more manufacturing plants using less energy.
- In economic terms it refers to how much economic activity you get for the amount of energy used. It can be measured by GDP dollars divided by total BTU's of energy consumed.
- Improving energy productivity should be a key pillar of America's energy policies for the 21st century whether crafted at the local, state, regional or federal levels of government.
  - The U.S. economy would need 50% more energy to power its current economy without the advances of energy efficiency the past 36 years.
  - **Quick Stats:** Doubling energy productivity by 2030 would:
    - Save America \$327 billion
    - Save \$139 billion in transportation
    - Save \$94 billion in industry
    - Save \$1,039 on average per household annually.
    - Cut household energy spending \$241 billion, \$1,039 per household per year.
    - Save taxpayers \$13 billion.
    - Create 1.3 million jobs
    - Reduce energy imports to 7% overall use, \$100 billion.
    - Reduce overall U.S. energy use 18%.
    - Save American families over \$1000 on energy bills.
    - Boost GDP 2%
    - Decreases US carbon emissions to 4 billion metric tons.
- Improving energy productivity through energy efficiency is a "sweet spot" for finding strong bipartisan support
- Increasing U.S. energy productivity is a national security issue. Improved energy efficiency is the fastest, most affordable, and most sustainable way to forge a more secure energy future.
  - Doubling U.S. energy productivity can reduce energy imports by over \$100 billion by 2030, or the equivalent of dropping imports to a mere 7% of U.S. energy consumption.
- Improving our energy productivity also will make the U.S. economy more resilient to future energy price spikes
  - Doubling energy productivity would rescue the direct economic cost of a global price spike by 30%
- America's Armed Forces are already well on their way to increasing energy productivity.
  - Increasing energy productivity helps improve military capability, protect soldiers, increase unit self-sufficiency, protect supply lines, and lower costs

## **The Alliance Commission on National Energy Efficiency Policy (the Commission):**

- In 2011, The Alliance Commission on National Energy Efficiency Policy was created and led by Senator Mark Warner (D-Va.) and National Grid US President Tom King.
- The Commission was comprised of technical advisors, an International Advisory Council, and 20 commissioners - leaders in energy policy from business, government, academic, and non-profit sectors.
- The goal: to identify and reach consensus on a set of public policies that can be embraced by policy makers regardless of party.
- During 2012, the Commission studied the current state of best practices in energy efficiency and produced seven research reports that evaluated all sectors of the economy.
  - Each report highlighted best-practice case studies and discusses investment, technology, human behavior, and government as they relate to doubling energy productivity in the U.S. They served as the backbone to Commission recommendations.
- The Commission officially released the Energy 2030 plan in February 2013 with an ambitious goal of **doubling U.S. energy productivity by 2030**. President Obama backed the findings of the Commission report and called for a partnership between state and federal governments in his State of the Union remarks just a few days later.
- The Commission identified three important steps the nation must take to achieve the goal: Invest, Modernize, and Educate.
- **Invest:** There is more than a trillion dollars in energy savings opportunities available in the U.S. Those savings can be accessed through smart investment by government and private sector. Financing for energy improvements to homes and businesses needs to be expanded.
- **Modernize:** The Energy 2030 Plan challenges our nation's states and communities to enter a national 'Race-to-the-Top' competition incentivizing innovation and driving adoption of best practices on energy productivity improvements, increased effectiveness of efficiency codes and programs, transportation infrastructure investments and regulatory reform.
- **Educate:** Increase awareness and information about energy efficiency and its benefits to consumers, businesses and governments. Give customers access to energy usage data so they can be motivated to improve energy performance. Energy use and productivity should be a part of national education curricula.

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

- Energy 2030 *On the Road* is an education, outreach, and action campaign, and part of the Energy 2030 initiative. It is aimed at getting communities and states across the nation to adopt the Energy 2030 goal of doubling energy productivity by 2030.
  - Utilizing the Commission's recommendations, the Energy 2030 *On the Road* Campaign aims to galvanize action at the local, state and regional levels by engaging stakeholders. Stakeholders who join the campaign commit publicly to working towards the Energy 2030 goal.
- So far, the *On the Road* Campaign has stopped in Seattle, Los Angeles, Las Vegas, and Ann Arbor.
- Partners of the *On the Road* Campaign agree to:
  - 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.
  - Share solutions, success stories, and progress with elected officials and the Energy 2030 community.
  - Encourage other organizations to endorse the Energy 2030 goal by sending out Energy 2030 information to constituents and/or employees.
  - 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.
- The policies, programs and initiatives that businesses, communities, and states adopt in order to achieve the goal will vary, but all are meant to ensure that our nation's energy is used more productively.
- The state and local campaign efforts are focused on outreach in 12 key states and communities: **California, Colorado, Illinois, Kentucky, Michigan, New York, Nevada, North Carolina, Pennsylvania, Tennessee, Texas, and Virginia.**
  - The Alliance aims to visit up to 10 key communities across the country in 2014.
  - At each event the Alliance seeks formal endorsements of the Energy 2030 goal.
- The Leadership Circle is a group of energy efficiency visionaries from state and local governments, utilities, industry, real estate, and the non-profit community. They publicly promote the Energy 2030 goal to policymakers and the public, recruit robust participation for the campaign, and solidify Energy 2030 pledge commitments.