

ALLIANCE TO SAVE ENERGY

using less. doing more.





Energy efficiency can account for more than 40 percent of needed emissions reductions to address climate change, while saving consumers and businesses money, driving U.S. innovation and economic competitiveness, and strengthening grid reliability and resilience.



No one in the energy efficiency space has the voice and reach that the Alliance does as a bipartisan, business-led coalition proving that efficiency is an economic opportunity delivering a huge return on investment and enormous environmental benefits.

Gil Quiniones, President and CEO, New York Power Authority

REALIZING THE FULL POTENTIAL OF ENERGY EFFICIENCY

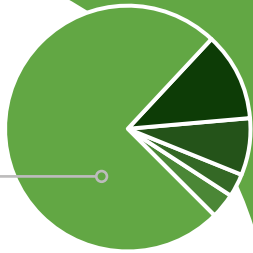
2,250,000
Energy Efficiency Jobs

349,000 Solar Jobs

220,000 Clean Vehicle Jobs

107,000 Wind Jobs

91,000 Energy Storage Jobs



ENERGY EFFICIENCY ACCOUNTS FOR
70% OF CLEAN ENERGY JOBS

Energy efficiency has an employment growth rate double the national average.



Energy efficiency is our nation's most abundant energy resource and a critical component of U.S. productivity, environmental sustainability, and energy security. It is both a significant economic opportunity — representing one of the largest and fastest-growing employment sectors in the energy economy — and the single most effective strategy we have for addressing climate change. In fact, research shows that efficiency must be the driving force behind necessary reductions of carbon emissions, accounting for more than 40 percent of the solution. At the same time, it can save consumers and businesses billions of dollars, strengthen grid reliability and resilience, and drive U.S. innovation and economic competitiveness.

**ALLIANCE
TO SAVE ENERGY** 
using less. doing more.

More than 40 years ago, the Alliance to Save Energy was founded by two U.S. senators as a bipartisan, nonprofit coalition of business, government, environmental, and consumer leaders to advance federal energy efficiency policy. Since 1977, **we've played an integral role in nearly every major energy efficiency policy achievement on the national stage**, becoming the leading national voice for efficiency policy.

A NATIONAL VOICE FOR EFFICIENCY

We have made tremendous strides toward using energy more productively, but innovation is creating even greater opportunities, from “smart” buildings and manufacturing practices to high-efficiency household appliances and grid technologies. **The opportunity to lead is now.** Through smart efficiency policy and strategic investments in federal programs, the U.S. has an opportunity to accelerate the deployment of these technologies and lead the world in this rapidly growing sector.

OUR VISION

We envision a nation that uses energy more productively to achieve economic growth, a cleaner environment, and greater energy security, affordability, and reliability.

OUR MISSION

We will improve energy productivity by leading bipartisan initiatives that drive technological innovation and energy efficiency across all sectors of the economy, through policy advocacy, education, communications, and research.

We will improve energy productivity by convening and engaging in diverse public-partnerships, collaborative efforts, and strategic alliances to optimize our resources and expand our sphere of influence.

WE'VE MADE TREMENDOUS PROGRESS

We've doubled the country's energy productivity and saved U.S. consumers and businesses nearly \$1 trillion annually, avoiding air pollution and greenhouse gas emissions, creating jobs, and helping maintain our global economic leadership.

BUT THE OPPORTUNITIES AHEAD ARE EVEN GREATER

With the support and leadership of our Board of Directors and more than 100 Associates, including many of America's leading companies and representing at least \$615 billion in market capitalization, **we are committed to advocating for federal policies that accelerate energy efficiency and make us more energy productive.**

ENERGY EFFICIENCY IS SMART, NONPARTISAN, AND PRACTICAL. SO ARE WE. WILL YOU JOIN US?

JOIN US

Our strength comes from an unparalleled group of Alliance Associates – leading companies, NGOs, utilities, trade associations, and other organizations working collaboratively under the Alliance umbrella to pave the way for energy efficiency gains. We convene this community across platforms that offer Associates unique opportunities to demonstrate leadership and network with peers. We offer a tiered membership that includes:

- **A Unique Platform for Leadership:** High-profile opportunities to promote your organization’s thought leadership and brand to an exclusive audience of influencers and decision-makers.
- **Unrivaled Networking:** Exclusive events that bring together a “who’s who” of energy efficiency, including national and international efficiency leaders in the public and private sectors.
- **Must-Have Information and Intelligence:** Insights, news, and information from our policy and communications experts who keep Alliance Associates up to speed on the latest developments.
- **Opportunities to Reach Decision-Makers:** Invaluable advocacy opportunities to highlight policy priorities with key decision-makers in Washington, along with access to Policy and Programs Committee activities that offer a deeper dive into federal policy threats and opportunities.

ASSOCIATE BENEFITS OVERVIEW

PARTNER

\$5,000

INFLUENCER

\$15,000

	PARTNER \$5,000	INFLUENCER \$15,000
Exclusive Event Invitations Policy Perspectives, Congressional Briefings, Webinars		
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Brand Promotion Profile on ASE.org, Spotlight(s) in Buzz, Social Media Amplification		
Policy & Programs Subcommittees Participation in Building Envelope, Energy-Water, and Systems Efficiency		
Exclusive Advocacy Opportunities Congressional Education Day(s), Participation in issue-specific advocacy SWAT teams		
Thought Leadership Opportunities Priority consideration for media inquiries, Congressional and Cabinet-level meetings, and Board of Directors seat		

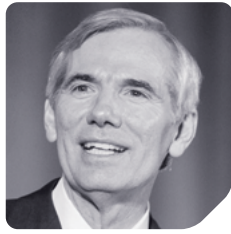
For more information, or to become an Associate, please visit ase.org/associates or contact us at associates@ase.org.

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Former CEO Sustainable
Energy for All

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3M Government Markets

As of May 11, 2020



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ABB

Acuity Brands Lighting

Air-Conditioning, Heating
and Refrigeration Institute

Alliance for Water Efficiency

American Association of
Blacks in Energy

American Chemistry Council

American Council for an
Energy-Efficient Economy

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Appliance Manufacturers

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Transfer Institutions

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Australian Alliance for
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Alliance

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Association

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Association

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International Airport

Datakwp

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Efficiency Canada

Electric Power Research
Institute

Energy Control Company

Energy Futures Initiative

Energy Systems Group

European Alliance to Save
Energy

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Hannon Armstrong

Home Performance Coalition

ICF International

Illuminating Engineering
Society

Intel

International Association of
Lighting Designers

International Copper
Association, Ltd.

International Window Film
Association

Johns Manville

Johnson Controls

Knauf Insulation

Large Public Power Council

Lawrence Berkeley National
Laboratory

Legrand

Lime Energy

Lutron Electronics Co., Inc.

Metrus Energy, Inc.

Microsoft

Midwest Energy Efficiency
Alliance

Missouri River Energy
Services

National Association of State
Energy Officials

National Electrical
Manufacturers Association

National Grid US

National Renewable Energy
Laboratory

National Rural Electric
Cooperative Association

Natural Resources Defense
Council

New York Power Authority

New York State Energy and
Research Development
Authority

North American Insulation
Manufacturers Association

Northeast Energy Efficiency
Partnerships

Northern California Power
Agency

Panasonic

PG&E Corporation

Polyisocyanurate Insulation
Manufacturers Association

Pure Air Control Services

Rocky Mountain Institute

Sacramento Municipal Utility
District

Schneider Electric

Seattle City Light

Sheet Metal & Air
Conditioning Contractors'
National Association

Siemens USA

Smart Electric Power
Alliance

Smart Water Networks
Forum

Snohomish County Public
Utility District

Southeast Energy Efficiency
Alliance

Southern California Edison

Southern Company

Southwest Energy Efficiency
Project

Trane Technologies

TRC Companies

U.S. Green Building Council

University of California,
Davis - Energy Efficiency
Center

Virginia Energy Efficiency
Council

*Innovator-level Associates are
denoted in green for their voluntary
contribution of \$30,000.*

As of May 11, 2020

POLICY PRIORITIES FOR THE 116TH CONGRESS

APPROPRIATIONS

ACCELERATING EFFICIENCY THROUGH FEDERAL INVESTMENTS

Federal efficiency programs are a catalyst of innovation and technology deployment, helping to maintain U.S. leadership in a rapidly growing global efficiency economy. Research and development at our world-class National Labs are at the cutting edge of efficiency technology from material sciences to vehicle innovation, while public-private partnerships like ENERGY STAR drive markets — and innovation — toward high-efficiency products.

One of the Alliance's top priorities is to ensure these programs are fully funded:

- Efficiency initiatives at the Department of Energy's Office of Energy Efficiency and Renewable Energy (EERE), which cover everything from establishing minimum efficiency standards for more than 60 categories of common appliances and equipment to developing and deploying advanced manufacturing technologies to providing weatherization assistance to low-income Americans.
- World class R&D taking place at our National Labs on the next generation of efficiency technologies.
- Public-private partnerships that stimulate efficiency in the marketplace, including ENERGY STAR, the Better Plants/Better Buildings Initiative, and WaterSense.



\$12 BILLION TAXPAYER INVESTMENT TO DATE IN R&D AT THE DEPARTMENT OF ENERGY'S OFFICE OF ENERGY EFFICIENCY AND RENEWABLE ENERGY **HAS YIELDED MORE THAN \$388 BILLION IN NET U.S. ECONOMIC BENEFITS.**

Source: U.S. Department of Energy <https://bit.ly/2tmU2P2>



If we want a more productive, competitive economy while reducing carbon emissions, we need to take a much harder look at energy efficiency and the policies that will drive it in the marketplace. This is as much an economic opportunity as it is an environmental one.

Jason Hartke, Former President, Alliance to Save Energy

IN 2016 ALONE,



ENERGY STAR SAVED AMERICANS **\$30 BILLION** IN ENERGY COSTS AND PREVENTED **320 MILLION METRIC TONS** OF CARBON EMISSIONS, the equivalent of the entire energy use of nearly 35 million homes for one year. SOURCE: EPA

BUILT ENVIRONMENT

MAINTAINING STRONG CODES AND STANDARDS WHILE MODERNIZING BUILDINGS POLICY

Existing homes and buildings — and new ones under construction — will be in use for decades to come, with enormous implications for U.S. energy consumption.

The built environment currently accounts for about **40 percent of our energy use, making it a ripe target for smart efficiency policy.** National energy efficiency standards for appliances and other products, for example, remain among the most impactful energy policies in U.S. history.

Originally signed into law by President Ronald Reagan in 1987, efficiency standards accelerate deployment of efficiency technology while delivering billions of dollars annually in household energy savings and equally impressive emissions reductions.

The Alliance supports:

- Robust, regular, and transparent updates to cost-effective appliance and equipment standards by the Department of Energy.
- Strengthened federal support and technical assistance for developing, adopting, and complying with building energy codes.
- R&D initiatives, pilot programs, and public-private partnerships that help drive innovation — such as in systems-based building efficiency technology — and deploy them into the marketplace.



AMERICAN HOUSEHOLDS
TYPICALLY SAVE
\$500 EACH YEAR

as a result of efficiency standards for common household appliances and equipment.

ONE IN THREE U.S. HOUSEHOLDS
FACES CHALLENGES IN PAYING THEIR ENERGY BILLS. Strong energy efficiency standards and building codes are the first place to start in reducing that burden.

Source: U.S. Department of Energy <https://bit.ly/2GHjoPs>



It's estimated that standards put into place by 2016 will create a cumulative energy savings of nearly 142 quadrillion British thermal units (quads) by 2030.

RESULT = \$2 TRILLION IN CUMULATIVE UTILITY BILL SAVINGS TO CONSUMERS AND BUSINESSES.

Source: U.S. Department of Energy

2030



TAX

STIMULATING EFFICIENCY THROUGH TAX INCENTIVES

While the federal government encourages nearly every mainstream form of energy generation through tax incentives – and has done so for decades – **it has been years since we had meaningful incentives for energy efficiency.** **In fact, as we kick off the 116th Congress, there are no direct incentives for energy efficiency in the U.S. tax code.** This is a glaring and shortsighted omission that Congress should rectify with long-term, meaningful incentives, encouraging consumers and businesses to improve efficiency in homes, buildings, heating and cooling equipment, vehicles, and other products. Decisions made today will have lasting consequences for both energy costs and carbon emissions.

The Alliance supports tax policy that includes:

- Long-term, predictable incentives that give businesses and consumers the certainty they need to invest in efficiency.
- Incentives for retrofitting existing homes and commercial buildings, and building new high-efficiency homes and buildings.
- Incentives for homeowner purchases of high-efficiency equipment such as heating and air conditioning, insulation, windows and doors, and water heaters.
- Incentives for electric vehicles and other high-efficiency transportation solutions.

**EXTENDING A 10-YEAR
CONSUMER TAX CREDIT** FOR HIGH-
EFFICIENCY AIR CONDITIONERS, WATER
HEATERS, FURNACES AND HEAT PUMPS



**54% INCREASE
IN AVERAGE SALES
AND SAVINGS OF \$13.1 BILLION
IN ENERGY BILLS**

Source: U.S. Department of Energy <https://bit.ly/2UYVjaB>

PHOTO OF WATER SYSTEM OR
UTILITY GRID



We're doing energy tax policy backwards by neglecting efficiency, which is where we should start. The cleanest and cheapest power is the power we don't use, and we need smart, long-term tax incentives to encourage energy efficiency in the marketplace. These incentives will pay for themselves over and over again by stimulating economic activity and jobs, delivering consumer savings on energy bills, and reducing pollution.

Jason Hartke, President, Alliance to Save Energy



INFRASTRUCTURE

INVESTING IN EFFICIENT, RESILIENT INFRASTRUCTURE

Infrastructure is more than roads and bridges —it's our utility grid, water and wastewater facilities, buildings, airports, and other structures. **These facilities have an enormous impact on U.S. energy consumption**, and a nationwide infrastructure initiative presents an opportunity to "get it right" and save taxpayers decades of wasted energy costs, while improving reliability and resilience by stabilizing demand on the power grid, creating well-paying jobs, and reducing emissions.

In some cases, infrastructure projects can pay for themselves through public-private partnerships and innovative financing around energy savings.

Efficiency opportunities in an infrastructure package include:

- Incorporating requirements to build to updated energy codes and include high-efficiency equipment.
- Applying life-cycle cost-effectiveness analysis and accounting for efficiency cost savings in all appropriate projects to ensure the project plan considers costs incurred over the project lifetime, not just up-front costs.
- Expanding opportunities for public-private partnerships, including performance contracting for government facilities, which leverage savings from improved efficiency to finance infrastructure projects.
- Investing in a modernized grid, including expanding smart meters nationwide to empower utilities and consumers to use energy more wisely.



Energy efficiency is the cornerstone for building a secure and sustainable energy system.

International Energy Agency



The average community water system can account for **UP TO 40 PERCENT OF A MUNICIPALITY'S TOTAL ENERGY BILL.**



Each year, the nation's drinking and wastewater systems spend around



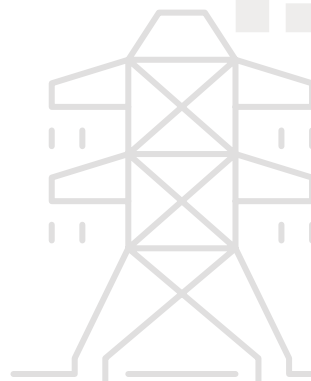
\$4 BILLION ON ELECTRICITY TO MOVE AND TREAT THEIR WATER SUPPLY



4%

OF THE NATION'S TOTAL ANNUAL ENERGY CONSUMPTION

1:4



\$476 BILLION MODERN GRID UPGRADES IN LAST 8 YEARS

COULD RESULT IN

\$2 TRILLION IN RETURNS

POWER OUTAGES COST AMERICANS APPROXIMATELY \$150 BILLION PER YEAR

Source: U.S. Department of Energy

TRANSPORTATION

PREPARING FOR A RAPIDLY CHANGING TRANSPORTATION SECTOR

The U.S. transportation sector — which accounts for about one-third of U.S. energy consumption and carbon emissions — **is undergoing a major transformation that has enormous implications for energy use.**

New technologies and business models such as electrification, autonomous vehicles, ride-sharing, and data-driven freight logistics are creating an opportunity to reinvent mobility for a smarter, more integrated system that uses energy more efficiently. This requires new policy and coordination.

The Alliance 50x50 Commission on U.S. Transportation Sector Efficiency outlined a series of recommendations in a 2018 report that form the basis for our transportation priorities in 2019.

Specific policy opportunities include:

- Extending and expanding incentives for high-efficiency vehicles and the development of charging/fueling infrastructure.
- Strengthening fuel economy and vehicle emissions standards.
- Investing in R&D in new transportation technologies and facilitating cooperation to ensure smooth, efficient adoption of automated vehicle technology.
- Investing in and deploying greater efficiency in mass transit, freight transportation and port operations.

IN 2016, THE TRANSPORTATION SECTOR SURPASSED THE ELECTRIC POWER SECTOR TO BECOME THE LARGEST SOURCE OF U.S. GREENHOUSE GAS EMISSIONS



ADDITIONAL POLICY PRIORITIES

Federal Government Leadership on Efficiency

The federal government is the largest energy user in the country and has a unique platform for leadership in efficiency, as demonstrated by the Pentagon and other agencies in recent years.

By employing innovative efficiency practices and promoting success stories, federal agencies can show the way for private sector adoption – all while saving taxpayer dollars in reduced energy costs and reducing the government’s carbon footprint.



\$6 BILLION

The amount federal agencies spent on energy for buildings **alone in 2015.**

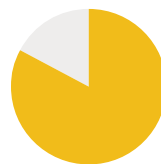
Source: <https://bit.ly/2ByRdic>

Workforce Development

The energy efficiency economy is among the fastest-growing in the energy sector, with employers in construction and other fields consistently reporting difficulty in finding skilled employees.

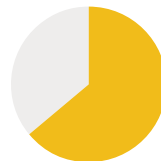
These jobs are being created in local communities across the country, and they represent **a tremendous opportunity for workforce development** to train the next generation of energy efficiency workers.

2018 9% EXPECTED EMPLOYMENT GROWTH RATE IN ENERGY EFFICIENCY



83%
CONSTRUCTION EMPLOYERS

REPORT DIFFICULTY IN FINDING QUALIFIED CANDIDATES TO FILL ENERGY EFFICIENCY JOBS



64%
MANUFACTURING EMPLOYERS



The powerful forces of decarbonization, decentralization, and digitalization in today’s energy markets represent the largest economic opportunity of our generation.

Jeff Eckel, President & CEO, Hannon Armstrong

Affordability and Equity

One in three U.S. households face challenges in paying their energy bills and nearly 15 percent report receiving notices threatening to disconnect service. Energy efficiency — including updated building energy codes and minimum efficiency standards and investments in weatherization assistance — is the smartest way to address this inequity by reducing the outsized energy burden facing low-income families.



Carbon Pricing

We have seen increased bipartisan support for a carbon tax aimed at reducing carbon emissions in a market-based, technology-neutral fashion. **The Alliance supports a carbon tax as one of many viable policy options for driving efficiency.**

Carbon pricing by its very nature should encourage efficiency by putting a price on emissions. Policy design is complex, however, and legislation must be thoughtfully structured to achieve results, including through complementary policies and programs helping energy consumers realize savings.

16.3%

vs.

3.5%

The average share of income spent on energy costs by households **earning less than 200 percent of the federal poverty level.**

The average share of income spent on energy costs by households **earning more than 200 percent of the federal poverty level.**

Source: <https://bit.ly/2XcmYXE>

THE ECONOMIC COMPETITIVENESS & ACTIVITY
INNOVATION & TECHNOLOGY LEADERSHIP

BENEFITS RESILIENCE & GRID RELIABILITY
CARBON REDUCTION

OF ENERGY ENERGY SECURITY
JOB CREATION

EFFICIENCY







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