

# ALLIANCE TO SAVE ENERGY

using less. doing more.



2018  
YEAR IN  
REVIEW



Dear Friend of the Alliance:

If someone told you in January 2017 that we would end 2018 with more funding in place for federal energy efficiency initiatives, would you have believed it? The conventional wisdom certainly said otherwise.

Yet here we are turning the page to 2019 with nearly \$200 million more investment in the federal programs that drive energy efficiency gains and innovation across the economy. That – and many other successes over the past year – is in no small part due to the Alliance to Save Energy’s work at the vanguard of energy efficiency advocacy in Washington. While many groups have shifted their focus elsewhere to escape the gridlock and partisanship of federal politics, the Alliance has doubled down on its role as a bipartisan advocate in the federal arena, and the impact is significant.

Of course, 2018 was a year of change at the Alliance. On May 1, I stepped into the formidable shoes of former Alliance President Kateri Callahan, who stepped down after 14 years at the helm. The first thing I discovered was that the Alliance is well-positioned with an exceptionally strong and dedicated Board and staff that are ready to do great things. The second thing I noticed was there is a tremendous opportunity to do more and strive for greater impact.

Over the past six months, we have reorganized and expanded our staff to tap into their talents and better match the organization’s needs. We elevated several talented young people to positions of leadership and hired two new faces off Capitol Hill (one Republican and one Democrat, in true Alliance spirit).

We wrapped up our Rate Design Initiative looking at innovative solutions for advancing efficiency in rapidly changing utility markets and advanced our Systems Efficiency Initiative exploring efficiency in building systems and building-to-grid integration. We also continued our work with the 50x50 Transportation Commission aimed at cutting emissions from the transportation sector in half by 2050. The Commission – led by an all-star cast of stakeholders like Audi, National Grid, GM, and Microsoft – developed and launched an impressive platform of consensus recommendations in September and is now entering an exciting second phase of outreach and advocacy focused on getting the ideas enacted.

We convened stakeholders with a series of top-flight events, from informal policy briefings on Capitol Hill to the black-tie, 26th annual Evening with the Stars of Energy Efficiency Awards Gala. For the first



time in several years we took our international conference across the Atlantic, hosting the Energy Efficiency Global Forum (EE Global) in Copenhagen. The event drew hundreds of efficiency leaders from nearly 50 countries across the world who shared ideas and success stories.

With all of it, we've kept a laser focus on our central mission: What's it going to take for policymakers and the public to fully appreciate and act on the true value of energy efficiency and energy productivity? We kept the pedal to the metal in spreading the word about energy efficiency to the media, with our work mentioned throughout the year in leading publications including The Washington Post, Politico, The Hill, and Forbes.

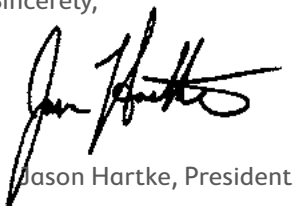
We also significantly expanded our outreach on Capitol Hill. Our staff met with more than 100 congressional offices throughout the year - many of them more than once - educating and advocating on efficiency policies from appliance and equipment standards, tax incentives, program funding, and more. In addition to protecting funding, we had a number of policy wins, from helping to secure a provision for \$15 billion in weatherization assistance in a landmark GOP carbon tax bill, to steering a resolution through the U.S. Senate marking Oct. 5 as Energy Efficiency Day, to beating back efforts that risked undermining programs like ENERGY STAR and appliance and equipment standards.

We enter 2019 at a time of significant change in Washington. In November, voters ousted dozens of incumbents and elected a divided Congress after two years of Republican control. The new political dynamic creates new opportunities for advancing our priorities. It also includes one of the largest freshmen classes in recent history - nearly 100 new faces. Educating them about energy efficiency is an extraordinary challenge and opportunity that we are eager to tackle.

As always, our strength lies in the power of our coalition - the companies and organizations that make up the Alliance and the staff that executes our work. By that measure, I couldn't be more excited about the future and believe we are poised for even greater success in 2019.

I look forward to working with all of you.

Sincerely,



Jason Hartke, President







CONVENING  
POLICY  
MAKERS,  
INDUSTRY AND  
ADVOCATES  
FOR  
DISCUSSION,  
PARTNERSHIP-  
BUILDING &  
ENGAGEMENT

## FEDERAL AFFAIRS & ADVOCACY

While 2018 began with uncertainty surrounding the funding and status of foundational federal energy efficiency policies and programs, the Alliance capitalized on our bipartisan tradition and maintained a constant presence on Capitol Hill. Building on the progress of 2017, the Alliance consistently manned the front lines in defense of these policies and programs through lobbying, communications, and grassroots advocacy. And when policy openings surfaced, including a headline-generating carbon tax bill, the Alliance was directly engaged with an integrated policy and communications approach to ensure that energy efficiency was never left out of the discussion.

When the administration proposed to axe critical federal energy efficiency investments, the Alliance was the leading voice in the media defending the programs. We mobilized our e-advocates grassroots network, leading to individuals across the country writing more than 9,000 letters to their members of Congress urging them to reject the cuts. The Alliance also mobilized dozens of companies, including Associate members, to sign joint letters to lawmakers in support of continued efficiency investments. And for the first time in nine years, Congress approved funding for these critical Department of Energy (DOE) efficiency programs before the start of a fiscal year.

The president signed a spending package into law that provided modest increases in funding for weatherization assistance, advanced manufacturing and vehicle technologies programs, and energy efficiency improvements for federal buildings. All told, from the FY 2017 to FY 2019 appropriations bills, funding for Alliance priority programs is up more than 15 percent – more than \$165 million. Along with the higher funding levels, and following an intensive lobbying effort led by the Alliance, Congress also approved clear and direct instructions to DOE to ensure taxpayer money is spent wisely across the full spectrum of research, development, and deployment activities.



### AMONG OTHER ACCOMPLISHMENTS IN WASHINGTON THIS YEAR...:

- ✔ **Alliance staff held more than 100 meetings with House and Senate offices** – many of them more than once - on a full range of Alliance priorities. We prioritized meetings with key energy-related committees and members of efficiency-friendly coalitions such as the Climate Solutions Caucus.
- ✔ **Working closely with Associates, the Alliance stepped up its policy development and advocacy around tax policy and the glaring lack of meaningful tax incentives supporting efficiency.** We brokered a compromise package of incentives that won broad support from businesses and advocates as a short-term solution. Meanwhile, we continued beating the drum for new, longer-term incentives, including in testimony before the House Ways and Means Committee. Looking ahead, we are poised to make this a high-priority issue in 2019.
- ✔ **We hosted field trips with congressional staff in Pittsburgh, Pa., and Seattle, Wash., and hosted Capitol Hill briefings on transportation and systems efficiency.** Alliance staff moderated a briefing on energy efficiency programs sponsored by a Republican and Democrat serving on the House Appropriations Committee.
- ✔ **Working with leadership of the Climate Solutions Caucus, we convened a special meeting to discuss the opportunity of energy efficiency with 14 members of the Caucus.** The meeting featured a senior DOE official and executives from two companies represented on the Alliance board.



BRINGING THE  
EFFICIENCY  
MESSAGE  
TO POLICY  
MAKERS AND  
ADVOCATES

## EVENTS

The Alliance hosted **nearly 20 events in 2018**, including congressional field trips, briefings, Policy Perspectives breakfasts, our signature EE Global, Stars of EE Awards Gala, and GEED events, and our inaugural Innovator Think-In. We brought together Alliance Associates, Board Members, and other key energy stakeholders for discussions on top efficiency issues. From transportation to systems efficiency, the Alliance's events worked to promote our mission through unparalleled content and dialogue.

In May, the Alliance hosted the 11th Annual Energy Efficiency Global Forum in Copenhagen, where Bertrand Piccard, Initiator and Chairman of the Solar Impulse Foundation, accepted the 2018 EE Visionary Award and spoke to nearly **400 energy leaders from 52 countries**. The conference was held over two days and featured nearly 100 thought leaders who sparked ideas and conversations that carried into the broader energy discussions surrounding Nordic Clean Energy Week.

The 2018 events calendar culminated in the Alliance's 26th annual Evening with the Stars of Energy Efficiency Awards Dinner. American University; Agder Energi and Microsoft; Legrand, North and Central America; Southern California Edison; Target; thyssenkrupp; and Thomas Wenning of Oak Ridge National Laboratory were all honored with awards for their work in advancing energy efficiency. Alliance Honorary Board Chair Sen. Jeanne Shaheen (D-N.H.), Alliance Honorary Board Member Paul Tonko (D-N.Y.), and Senator Amy Klobuchar (D-Minn) were all on hand to stress the importance of fighting to advance efficiency.





COLLABORATING WITH PARTNERS ACROSS THE GLOBE

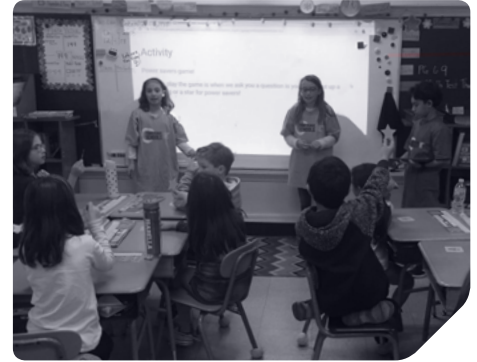
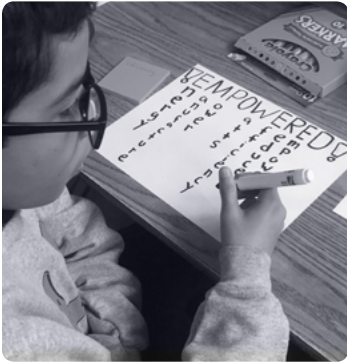
INTERNATIONAL

Based on input from two international roundtable discussions the Alliance co-hosted with the World Resources Institute in 2018, we refocused our international collaborative activities to more effectively promote energy efficiency as a crucial near-term solution for meeting global energy needs and addressing climate change. We combined the Alliance’s international advisory groups—the International Steering Committee and the Global Alliance for Energy Productivity—to form the **Energy Efficiency Global Alliance**. The EE Global Alliance will support stronger global collaboration to increase the speed of EE implementation. A key part of this effort will be planning the EE Global Forum, which will serve as the venue for the EE Global Alliance annual meeting, and where members will discuss joint activities to elevate energy efficiency in other international dialogues and scale up its global impacts.

With support from ClimateWorks and the MacArthur Foundation, the Alliance is working with the International Institute for Energy Conservation (IIEC) and a public-private Indian Review Committee to develop an **Energy Productivity Roadmap for India**. Formally launched in India in December, the project will develop scenarios and policy recommendations for improving India’s energy productivity.

The Alliance also continued to work with The Climate Group to secure corporations’ commitments to improve their energy productivity through the **EP100 campaign**. **35 companies from 14 countries have joined EP100**, and the program expanded to include three commitment pathways—doubling energy productivity, implementing energy management systems in all facilities, and operating only net zero buildings by 2030 (in collaboration with the World Green Building Council).





TRAINING  
A NEW  
GENERATION  
OF EFFICIENCY  
LEADERS

# EDUCATION

Through the expansion of existing programs, partnerships with new funders, revamped program designs, and the integration of technology, the Alliance’s Education program is providing more flexible education platforms while reaching more students across broader territories.

New Jersey Natural Gas (NJNG) expanded its PowerSave Schools to 28 schools this year, which now includes a Residential Pathway that allows students to use the efficiency skills they’ve learned at school in their homes. South Jersey Gas (SJG) joined NJNG, launching a five-school pilot in their service territory – the coordinated programs open an exciting pathway toward statewide energy education programs.

In partnership with the Los Angeles Unified School District (LAUSD) and the LA Department of Water & Power, the Alliance launched LAUSD emPowered—a two-year pilot program that will work with 40 schools in the nation’s second-largest school district. The emPowered platform provides the benefits of the traditional PowerSave Schools programs, while increasing scalability through a reduction in administrative costs.



Energy Upgrade California, a consortium of California’s investor-owned utilities, is partnering with the Alliance for their Time of Use Community Education Project, which emphasizes students’ leadership to educate their families and communities how small changes in energy use can have huge impacts in meeting the state’s emission reduction goals.

The Alliance Education program continues its work in the Southeast with a renewal of the Knox County PowerSave Schools program, and the expansion of its *Savings in the House* program which will help thousands of low-income homeowners lower their bills through more efficient use of energy and water.





BRINGING  
STAKEHOLDERS  
TOGETHER TO  
ENVISION THE  
FUTURE OF  
MOBILITY

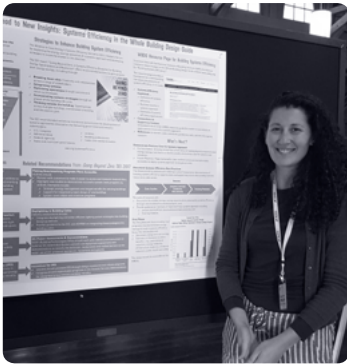
# 50x50 COMMISSION

The U.S. transportation sector is on the verge of a major transformation, providing the opportunity to reinvent mobility and create a more energy-efficient, equitable, productive, sustainable, and competitive transportation system. To capitalize on this opportunity through articulation of key policies, the Alliance convened the 50x50 Commission on U.S. Transportation Sector Efficiency, a partnership of public and private stakeholders including automakers, utilities, public interest groups, product manufacturers, labor unions, trade and research organizations, government officials, and technology providers. The 50x50 Commission established a bold but achievable goal to meet evolving transportation needs while reducing energy use 50 percent by 2050 – or, to put it simply, “50x50.” This goal also provides co-benefits ranging from transportation affordability and environmental stewardship, to convenience and equity.



Working together for a year, the 50x50 Commission, in collaboration with Technical Committees representing more than 50 institutions, completed five sector baseline reports, as well as a consensus-based policy report establishing 22 findings and accompanying bipartisan policy solutions to guide the transformation, innovation, and investment in the sector. The launch of the Commission’s report was covered by more than a dozen media outlets, from Axios to Forbes to the Washington Examiner. The Alliance worked closely with Commission members to engage the public on social media and through press releases and blog posts.





In the second phase of the project, the Commission will transition to action, identifying opportunities to mobilize the existing policy recommendations, diving deeper and producing new policy proposals on topics relating to infrastructure and EV incentives, and engaging a broader group of stakeholders to move the country towards the 50x50 goal at federal, state, and local levels.



## DEFINING THE NEXT LEVEL OF EFFICIENCY IN BUILDINGS

# SYSTEMS EFFICIENCY INITIATIVE

The Alliance transitioned the Systems Efficiency Initiative (SEI)—our multi-year collaboration among industry leaders, utilities, and government agencies focused on advancing energy efficiency in building systems and building-to-grid integration—into a subcommittee of the Policy & Programs Committee. The Systems Efficiency Subcommittee carries out a variety of activities to promote the implementation of the 84 recommendations in the SEI Blueprint, *Going Beyond Zero* (May 2017). During 2018 these activities included:

-  **Outreach** – Subcommittee members coordinated panel discussions at major conferences (including Getting to Zero Forum and the University of Maryland Clean Energy Summit) and published articles in trade journals (including Public Utilities Fortnightly and NEMA's ei magazine).
-  **Regulatory and legislative activities** – With subcommittee input, the Alliance submitted comments in response to DOE Requests for Information on smart products and connected devices, and is working with allies on Capitol Hill to develop a Systems Efficiency bill.
-  **Collaboration with US Green Building Council** – Subcommittee members helped launch a LEED Learning Pathway on systems efficiency and are contributing to development of a direct-current (DC) power pilot credit for LEED.
-  **Systems Efficiency Resource Hub** – With subcommittee support, the Alliance is developing a repository of documents and tools to support systems efficiency policies and programs. The primary audiences for the first phase of the Resource Hub are utilities and the communities that work with them to implement energy efficiency program. The Alliance is planning to host a series of dialogues between utilities and energy services companies (ESCOs) in 2019.

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As of December 1, 2018

# ALLIANCE ASSOCIATES

Central to the Alliance's mission and continued success in 2018 remained our Associates. Nearly 125 members strong, this coalition of business, government, environmental and consumer organizations demonstrated their commitment to using energy more productively. Associates lent their leadership, expertise, and voices to our work and advocacy and were joined alongside a growing list of new participants from diverse sectors, including transportation and information technologies. Our thanks and appreciation to the 2018 roster of Associates:

## 3M Company

A.O. Smith  
Acuity Brands Lighting  
AERCO International, Inc.  
Air-Conditioning, Heating & Refrigeration Institute  
Alliance for Industrial Efficiency  
Alliance for Sustainable Energy LLC/  
National Renewable Energy Laboratory  
Alliance for Water Efficiency  
American Association of Blacks in Energy  
American Chemistry Council  
American Council for an Energy-Efficient Economy  
American Council on Renewable Energy  
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Bonneville Power Administration  
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BSH Home Appliances Corporation  
Building Codes Assistance Project  
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**Chelan County Public Utility District**  
China-U.S. Energy Efficiency Alliance  
Citigroup  
CMC Energy Services  
Conservative Energy Network  
Consumer Technology Association  
Copper Development Association  
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**Microsoft**  
Midwest Energy Efficiency Alliance  
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National Electrical Manufacturers Association  
**National Grid USA**  
National Rural Electric Cooperative Association  
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Navigant Consulting, Inc.  
**New York Power Authority**  
**New York State Energy and Research Development Authority**

## North American Insulation Manufacturers Association

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Northern California Power Agency  
Panasonic Corporation of North America  
**PG&E Corporation**  
Polyisocyanurate Insulation Manufacturers Association  
Rocky Mountain Institute  
Sacramento Municipal Utility District  
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Southeast Energy Efficiency Alliance  
**Southern California Edison**  
**Southern Company**  
The Stella Group  
**thyssenkrupp**  
U.S. Green Building Council  
University of California, Davis - Energy Efficiency Center  
Vermont Energy Investment Corporation  
Virginia Energy Efficiency Council

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

As of December 31, 2018



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