

ALLIANCE TO SAVE ENERGY

using less. doing more.



2020
YEAR IN
REVIEW



Dear Friend of the Alliance,

Let's be honest: 2020 was a challenging year. The obstacles our country and industry have faced as a result of the COVID-19 pandemic are unprecedented. And even as we happily put 2020 in the rearview mirror, we still have an enormous amount of work ahead to rebuild our industry and economy.

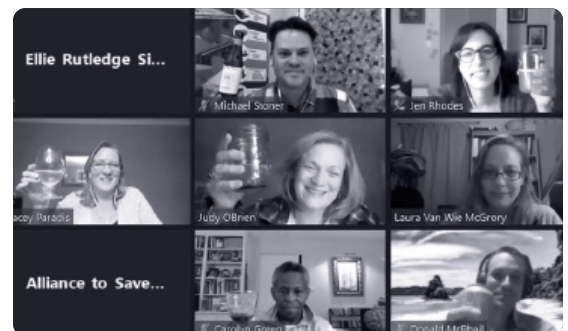
It's easy to write off 2020 as a loss and instead focus on better times ahead, but as I reflected back on what the Alliance to Save Energy accomplished over the last year in the face of extraordinary circumstances, I realized there is a lot to be proud of.

I didn't know what to expect when I agreed to take on the role of interim president of the Alliance in 2019, but working through a pandemic certainly wasn't on the list. I have always been impressed with the Alliance's work, but getting to engage daily with the staff, especially during this challenging time, made me appreciate their work even more. I found that this small, close-knit team punches way above its weight in driving policy, delivering content, and facilitating collaboration. This was first evidenced at our board and Active Efficiency Steering Committee meeting in early March, which was unfortunately the last time I saw our Alliance team in person. Shortly thereafter we closed our offices and adjusted our priorities and processes to succeed in a virtual world.

We quickly pivoted our signature events from in-person to virtual gatherings, and thanks to strong support from our Associates, we did so without taking a financial hit. In fact, our 12 **EE Global Webinars** each had an average of 80 attendees, and our inaugural Active Efficiency Forum was attended by more than 200 participants and received rave reviews. While we sadly didn't have the chance to don our black tie attire for the annual **Stars of Energy Efficiency Awards Gala** this year, we still were able to celebrate together with a virtual beer tasting with Allagash Brewery at a reception honoring our 2020 award winner last month.

With all eyes on pandemic response, the policy world also saw seismic shifts. The Alliance responded quickly by developing **four core recovery priorities** for keeping energy efficiency on the radar and rebuilding the sector: expanding energy efficiency tax incentives, retrofitting mission critical public buildings, creating a new efficiency grant program for small businesses, and modernizing the transportation sector.

We built strong stakeholder support around these proposals and made good progress advancing them in Congress. In fact, the closing days of the year saw a flurry of legislative activity with a number of our longstanding priorities signed into law, including many provisions



from the “Portman-Shaheen” energy efficiency bill, tax incentives for commercial buildings, and federal energy performance legislation. We also continued a remarkable streak of funding victories for federal energy efficiency programs in the Trump era.

On the special initiatives front, we advanced critical conversations around the next generation of energy efficiency through our [Active Efficiency Collaborative](#). After hosting a series of well-attended workshops and lively meetings throughout the year to build the Active Efficiency foundation, we capped things off in December by releasing a set of reports and case studies on beneficial electrification and performance-based utility program initiatives, all launched on [an awesome new website](#) that serves as an all-in-one resource for the Collaborative’s work. The Collaborative is just getting started, and has an exciting set of activities planned for 2021, so stay tuned.

Our education work – less visible than the policy and initiatives shops but equally as important in advancing the cause of efficiency – took huge strides this year, with new programs launched in St. Paul and Minneapolis in partnership with 3M, as well as in California, where students educated their families and communities about the state’s time-of-use rates for Energy Upgrade California. This all took place in face of the unprecedented challenge of switching over to remote learning, but our team was prepared with an interactive website permitting programs to continue, which even allowed our existing New Jersey and Los Angeles programs to reach more students and households. As with so much this year, the adjustments required of the moment put us on a stronger footing going forward.

Amid all of this, we launched a new Alliance website that provides a far better platform for the terrific content and activities of the Alliance. If you haven’t [checked it out](#) yet, please do!

The Alliance enters 2021 in the very capable hands of Paula Glover, who takes over as the organization’s seventh president in more than 40 years. It has been a true honor to lead this organization for the past year, and I couldn’t be more optimistic about the future of the Alliance.

Thank you for all of your support this year, and I look forward to working with you in better times in 2021.

Sincerely,



Clay Nesler, President





PIVOTING TO
PANDEMIC
REALITY AND
INITIATING AN
ENERGY-EFFICIENT
ECONOMIC
RECOVERY PLAN

RESPONDING TO COVID-19

We began the year with carefully laid plans for advancing our policy agenda and preparing for an election, but by early March, it was clear that our approach would have to quickly change in response to the COVID-19 pandemic. More than 413,000 energy efficiency workers lost their jobs in March and April alone, and the Alliance team not only pivoted to virtual advocacy and outreach, but developed, vetted, and championed an entirely new policy agenda aimed at rebuilding the workforce and ensuring that efficiency wasn't lost in the pandemic response. In a matter of weeks, we coalesced around **four policy priorities** and went to work building support for them:

1. **The Mission Critical Facility Renewal Program** to put energy efficiency workers on the job retrofitting public buildings such as schools, hospitals, and military facilities to improve safety, efficiency, resiliency, and flexibility.
2. **Expanding energy efficiency tax incentives** to create jobs in construction and manufacturing while providing homeowners and businesses with dual savings on utility bills and taxes.
3. **The Small Business Energy Efficiency Grant program** to leverage federal funding to provide small businesses with low- or no-cost energy-efficient upgrades, supporting the utility Demand Side Management workforce while resulting in permanent energy bill savings for small businesses.
4. **Transportation and infrastructure investments** to generate and sustain job growth while preparing for a cleaner transportation future, including through investments in public transit and electric vehicle deployment.









MORE THAN 800
COMPANIES AND
ORGANIZATIONS
SIGNED A LETTER
SUPPORTING OUR
PROPOSAL TO
EXPAND THE
TAX CREDIT FOR
HOMEOWNER
ENERGY EFFICIENCY

These proposals were created with public and private stakeholder engagement to maximize their legislative potential, and quickly garnered support and attention from all corners. In June, for example, more than 800 companies and organizations signed a letter supporting our proposal to expand the tax credit for homeowner energy efficiency improvements. More than 80 companies and organizations **signed a letter** of support for the Mission Critical Facility Renewal Program – shortly after which it was introduced in Congress as the **Open Back Better Act**. And the Small Business Energy Efficiency Grant Program has been **endorsed by** more than 60 companies and organizations, including some of the nation’s largest utilities. Finally, many of our transportation priorities developed through **our 50x50 Transportation** initiative continued to advance in Congress with broad support across the transportation and utility sectors.

Most of these four policy priorities passed the full House in the fall. And while Congress focused its year-end COVID package on aid and relief, the 2020 groundwork put all of our recovery proposals in good standing for a new Congress and administration in 2021.

At the same time, we continued significant advocacy around perennial priorities and saw many longstanding efficiency priorities pass Congress in a flurry of late-year activity. Working with our Associates and other advocates, our successes included:

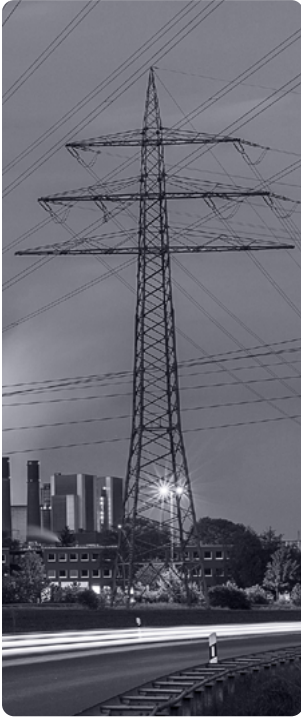
-  Continuing a remarkable run of progress for funding energy efficiency programs during the Trump administration, with a fourth consecutive year of increases for key programs at the Department of Energy’s Office of Energy Efficiency and Renewable Energy, as well as reversing a years-long decline in funding for the EPA’s ENERGY STAR program.
-  Expanding and making permanent the Sec. 179D tax deduction for commercial buildings.
-  Securing energy efficiency policy provisions in a year-end energy bill – the Energy Policy Act of 2020 – which included legislation accelerating smart buildings and building-grid integration, improving energy efficiency in federal facilities, reauthorizing the Weatherization Assistance Program, and formally authorizing the Federal Energy Management Program.
-  Leading support for a Senate resolution declaring October 7 as Energy Efficiency Day. As an EE Day steering committee member, we helped coordinate a social media effort that generated 6,500 posts and reached more than 12 million people to share the benefits of energy efficiency and how the sector has been impacted by COVID-19.
-  Helping develop and build support for the 2021 International Energy Conservation Code – the most efficient model building energy code in history.
-  Cultivating new champions on the Hill. Many of our priority proposals are being led by relative newcomers to energy efficiency as we work to expand our tent of supporters in Congress.



WE LAUNCHED THE
NEW ASE.ORG,
WHICH SERVES AS
A DYNAMIC, EASY-
TO-USE PLATFORM
FOR THE LATEST
UPDATES
AND POLICY
RESOURCES.

All of this was part of an organization-wide effort to pivot our focus during the pandemic through online communications. We continued an aggressive presence on social media, quickly pushing out news and resources and engaging with our Associates and other stakeholders to build knowledge and support around our policies. On Twitter alone, we received more than 9,000 engagements and more than 1.2 million impressions, and we were mentioned more than 70 times in the press. In December, we launched a long-anticipated new Alliance website, serving as a dynamic, easy-to-use platform for the latest updates and policy resources.

The Alliance's EE Global Webinar series further explored and promoted the cause of energy efficiency as a stimulus priority and engaged international experts on the subject. When it became clear at the end of March that the imminent resumption of in-person events was not possible, the annual EE Global Forum – which typically draws hundreds of energy decision-makers to Washington each spring – was transitioned seamlessly into a series of webinars just weeks before the Forum was to be hosted. More than 1,000 people from around the world registered for the webinars, with sessions ranging from the scaling up of Grid-Interactive Efficient building technology to accelerating economic recovery with lessons from the Great Recession. While we missed seeing everyone in person, the virtual format spanning April to December allowed for continued engagement as the circumstances of global response evolved.



ACTIVE EFFICIENCY

The **Active Efficiency Collaborative** (“the Collaborative”) began its first year as a community of industry leaders, NGOs, and public sector institutions working to accelerate the adoption of Active Efficiency – the optimization of energy use by integrating traditional energy efficiency measures with new digitalized tools. The Steering Committee, led by co-chairs Gil Quinones (NYPA), Kevin Self (Schneider Electric), and Bert Van Hoof (Microsoft), oversaw a year focused on establishing the foundation for the initiative, with support from a Strategy Group co-chaired by Andrew McAllister (California Energy Commission) and Stephen Harper (Intel). The initiative completed four main deliverables in 2020:

- ✔ A series of four regionally-based workshops focused on how performance-based utility program models can enable Active Efficiency approaches. The workshops explored opportunities to achieve equitable and inclusive improvements in energy savings and demand flexibility through customer-focused program design, demand management and decarbonization, and the augmentation of market enablers. The discussions resulted in the publication of *Guiding Principles for Next-Generation Performance-based Utility Program Models*.
- ✔ Publication of the digital report “**Beneficial Electrification and Grid Opportunities**,” which provides an introduction to beneficial electrification and explores how it can be combined with demand flexibility to achieve maximum social, environmental, and economic benefit. The report’s sections focus on utility industry and regulatory stakeholders, state policymakers, and a dynamic map to visualize relevant datasets.
- ✔ A series of 17 case studies – “Active Efficiency in Action” – to illustrate a range of Active Efficiency strategies, from transportation electrification to microgrids and demand flexibility.
- ✔ The foundational communications platform for the Active Efficiency concept, including defining language, mission and vision, and an **innovative new website** to present the Active Efficiency concept and Collaborative deliverables.

The work was unveiled on December 2 at the inaugural Active Efficiency Forum, which brought together 15 speakers from the Collaborative to showcase the beneficial electrification and performance-based utility program initiatives through case studies and panel discussions. More than 200 attendees from government, non-profit, and business tuned in to discuss the initiative. The Collaborative’s work continues to be shared with a wide audience of stakeholders through blog posts diving into Active Efficiency topic areas and a strong social media presence, which in 2020 succeeded in spreading adoption of the #ActiveEfficiency hashtag to showcase Collaborative stories, news, and events. The Collaborative and its work were highlighted in industry media outlets including Utility Dive.



ADVOCATING FOR EFFICIENT TRANSPORTATION

50x50 ACTION NETWORK

The transportation sector is undergoing a dramatic structural shift. Ensuring that the transition results in efficient outcomes requires sustained advocacy for strong policies. In 2020, the Alliance transitioned the [50x50 Commission on Transportation Sector Efficiency](#) (the Commission) into the [50x50 Action Network](#), a dedicated group of public and private stakeholders committed to implementing the Commission's transportation policy recommendations into legislation through on-the-ground advocacy, thought leadership, and by building state and local synergies.

While 2020 was originally slated to be the year of surface transportation reauthorization, Congress granted a one-year extension to the Fixing America's Surface Transportation Act, allowing lawmakers to focus on addressing the pandemic crisis. As conversations on Capitol Hill shifted from infrastructure to stimulus and recovery, the Alliance and the 50x50 Action Network identified areas of efficient transportation investment with high job creation potential and advocated for their inclusion in stimulus and recovery packages. Priorities included electrification, public transportation, port and airport optimization, more balanced funding for oversubscribed grant programs, and funding for R&D.

The Alliance also convened the 50x50 Action Network and other invited experts for two virtual, closed-door workshops. The first, which took place in August, was dedicated to exploring how to prepare for a future of electric and automated vehicles while creating good-paying, sustainable jobs. The group emerged with [Principles to Unlock Positive Jobs Impacts for Electrification and Automation of Vehicles](#), a set of high-level principles to help guide policymakers through the process. The second, in December, focused on port and airport optimization and efficiency opportunities.

With a new administration and Congress, surface transportation reauthorization, and calls for economic recovery legislation in 2021, the Alliance and the 50x50 Action Network will continue to mobilize its policy recommendations.



COLLABORATING WITH PARTNERS ACROSS THE GLOBE

INTERNATIONAL

The **EE Global Alliance** – the international coalition of corporate, NGO, and government leaders the Alliance launched in 2019 to advocate for scaling up energy efficiency as a global climate solution – focused its 2020 activities on the importance of incorporating energy efficiency in COVID-19 stimulus and recovery efforts. Led by its 27-person Steering Committee, the EE Global Alliance organized six webinars for the EE Global Webinar series. Along with Morocco’s AOB Group, the group also published an online edition of the **Energy Efficiency Magazine** focused on economic recovery – which included 25 articles by EE Global Alliance members and other international experts. The magazine was launched during Climate Week NYC in September.



The EE Global Alliance continued to support the mobilization of the **Three Percent Club**, which it founded last year in partnership with SEforAll and its EE Accelerators and hub, the International Energy Agency, United Nations Environment Programme, European Bank for Reconstruction and Development, and the Global Environment Facility. This coalition of 16 member countries and more than 60 industry partners has committed to work together to put the world on a path to 3% annual energy efficiency improvement. The EE Global Alliance leads the recruitment of the industry and programs partners to connect them with governments seeking private-sector support to scale up energy efficiency efforts; new partners in 2020 include The Climate Group, the Green Climate Fund, CLASP, and Basel Agency for Sustainable Energy.

The Alliance continued its partnership with The Climate Group on EP100, the corporate commitment platform through which more than 100 companies have pledged to double their energy productivity, implement energy management systems (EnMS) in their facilities, or own and operate net zero carbon buildings by 2030. In 2020, the Alliance helped roll out the new EP100 Cooling Challenge to focus companies’ efforts on opportunities to make cooling and refrigeration systems more efficient. For this program, the Alliance developed a **Cooling Checklist** companies can use to carry out a “Cool Treasure Hunt,” and helped publish the **Efficient Cooling in a Warming World** report in September.



EDUCATION

This was a year of extraordinary challenges in the world of education. Teachers and students had to adapt to new ways of learning and try to maintain a sense of community despite social distancing. The Alliance's K-12 education programs were no exception, as they switched in spring to support remote learning and bring energy education into students' homes. The resilience of educators and students has been inspiring and despite the headwinds, the Alliance's education programs continue to grow.

The Alliance launched a new program in partnership with 3M, with a 10-school pilot of the EmPowered Schools program in the St. Paul area, where students from two districts are working to increase energy efficiency in their schools and homes. This pilot also produced the EmPowered program's first unit dedicated to climate and the energy transition it necessitates, a topic that is a driving factor in teachers' and students' engagement.

Energy Upgrade California, a consortium of California's investor-owned utilities, expanded its partnership with the Alliance for their Time of Use Community Education Project, leveraging students' leadership to educate their families and communities on the state's impending rate changes and how small changes in energy use can help the state reach its emission reduction goals. The revamped online program will support 250 classrooms statewide.

In their sixth and third years respectively, New Jersey Natural Gas (NJNG) and South Jersey Gas (SJG) have sponsored the New Jersey EmPowered program, reaching a total of 67 schools across the state. The flexible program design delivers STEM curriculum and energy-saving activities, whether students are in class or engaged in distance learning. With support from NJNG and SJG, the Alliance is also developing a new environmental justice benchmark unit that explores energy equity issues, including the health and financial costs borne by fence-line communities and the disproportionate energy burdens placed on lower-income households.

In the eighth year of partnership with the Los Angeles Unified School District (LAUSD) and the LA Department of Water & Power (LADWP), the LAUSD EmPowered program supports 40 schools in the nation's second-largest district. This year, the program received assistance from the Johnson Controls Foundation, which co-developed a new curricular unit devoted to advanced HVAC and building science concepts, as well as a new Capstone Project that will allow high school students to explore energy issues in greater depth by creating final projects that reflect their solutions to pressing energy issues.

In the Southeast, the Alliance continued its partnership with the City of Knoxville, the Knoxville Utility Board, and the Knoxville Community Action Committee through the Savings in the House (SITH) homeowner education program, which shifted to an online model this year. Knox County residents attended virtual workshops, geared to teach lower-income homeowners how to reduce their bills through low- and no-cost weatherization, HVAC maintenance, and the efficient use of electricity and water.

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As of December 1, 2020

ALLIANCE ASSOCIATES

Central to the Alliance's mission and continued success in 2020 remained our Associates. 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 2020 roster of Associates:

3M Company

A.O. Smith

Acuity Brands Lighting

Air-Conditioning, Heating and Refrigeration Institute

Alliance for Water Efficiency

Ameresco

American Association of Blacks in Energy

American Chemistry Council

American Council for an Energy-Efficient Economy

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As of December 1, 2020



1850 M Street NW, Suite 610, Washington, DC 20036

PHONE 202.857.0666 / FAX 202.331.9588

info@ASE.ORG / ASE.ORG  AllianceToSaveEnergy  ToSaveEnergy