



# ENERGY 2030

## ENERGY 2030 *ON THE ROAD*

A policy discussion on doubling U.S. energy productivity by 2030



*Using less. Doing more.*



# BACKGROUND

The Alliance to Save Energy, a non-profit organization dedicated to advancing energy efficiency, advocates for the 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: the United States would save \$327 billion annually in avoided energy costs, 1.3 million jobs would be created, imports would be reduced to 7 percent of overall energy consumption and greenhouse gas emissions would be lowered to one-third below the levels emitted in 2005.

Achieving this goal requires significant energy efficiency advancements 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 54 policy recommendations directed at all levels of government and the private sector. While roughly one-half of the recommendations require implementation at the federal level, the remaining recommendations aimed at the state and local levels and within the private sector necessitate significant attention.

## 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 guidance to help elected officials, civic leaders, businesses and other organizations create and implement smart policies and programs that will ensure that 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.

In 2013, the Alliance launched *Energy 2030 On the Road*, a state and local campaign which 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.

Since the kickoff of the *Energy 2030 On the Road* campaign in 2013, and the subsequent launch of the *Accelerate Energy Productivity 2030* partnership with the Department of Energy (DOE) and the Council on Competitiveness (COC) in 2014, we have visited 11 cities, secured 129 endorsements of the Energy 2030 goal, and collected 11 "Success Stories" outlining specific gains that companies, government entities and other stakeholder institutes have made in energy productivity.

In September 2015, Secretary of Energy Ernest Moniz unveiled *Accelerate Energy Productivity 2030: A Strategic Roadmap for American Energy Innovation, Economic Growth, and Competitiveness*, which was directly influenced by a series of public dialogues and executive roundtables held around the country as part of the partnership.

To join the campaign, go to [energy2030.org](http://energy2030.org).

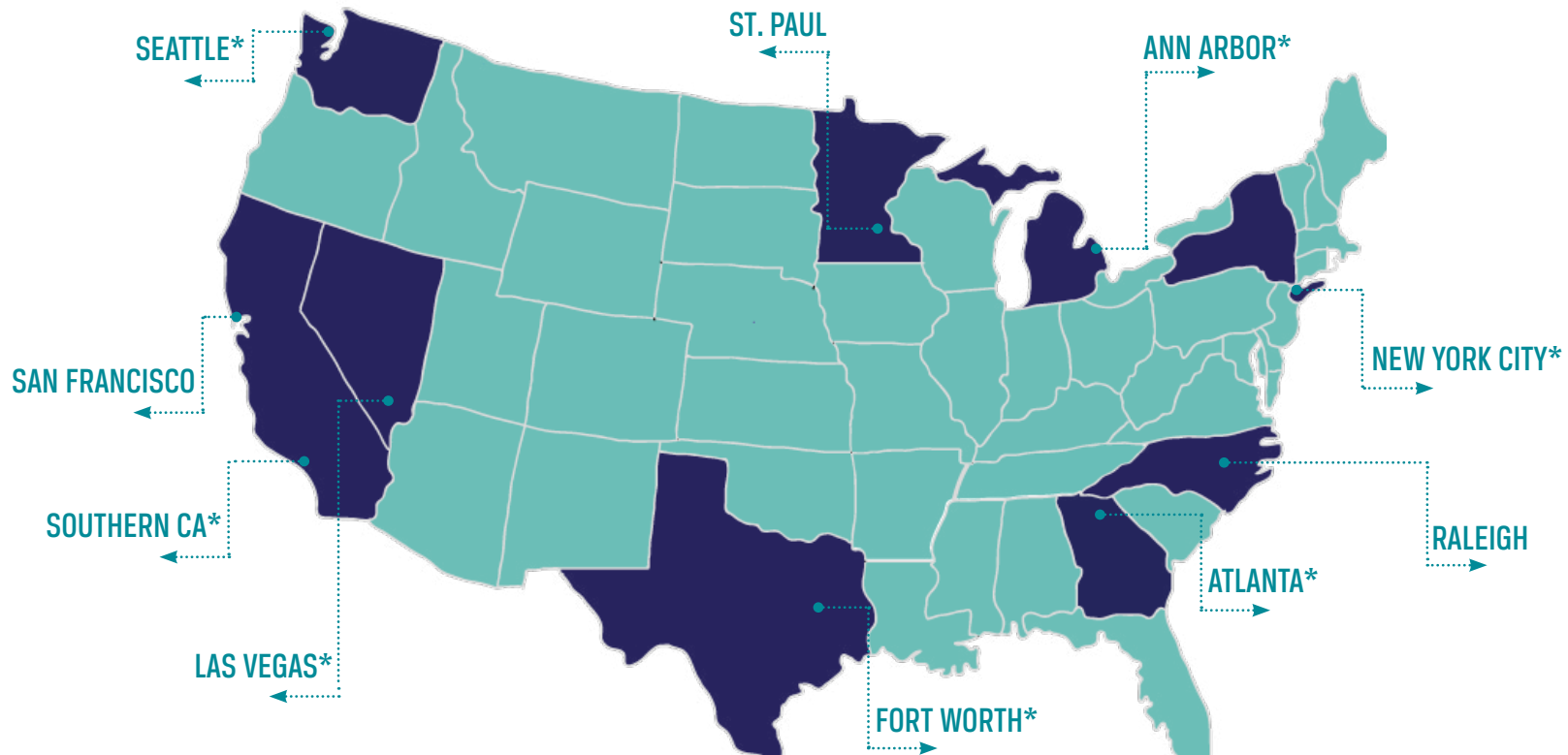
# BACKGROUND

## Where We've Been

A crucial element of both campaigns focused on doubling energy productivity is the convening of key local stakeholders in targeted communities. These events serve to educate the community and state leaders about the campaigns, to detail the need for their participation and ultimately to secure endorsements of the Energy 2030 goal to secure policies that will allow the community to double its energy productivity by 2030. Other side meetings, media appearances and activities are scheduled to occur in conjunction with the event to maximize outreach.

## ATTENDEE BREAKDOWN

Success for the Energy 2030 *On the Road* and Accelerate Energy Productivity 2030 campaign stops hinge on getting the right people to attend the cornerstone briefings. As defined for purposes of the campaign, the "right people" are the business, opinion and policy leaders with the authority and power to commit to and implement the policies, programs and initiatives necessary to reach the doubling energy productivity goal for their locality or region.



\*Denotes previously held campaign stop



# SEATTLE

The first stop on the Energy 2030 *On the Road* campaign was **Seattle, Washington** on July 22-23, 2013. Efforts undertaken during the trip included private meetings with local and state officials, a media interview, and a cornerstone briefing hosted by the **Alliance to Save Energy** and **Seattle City Light** and sponsored by **Snohomish PUD**, **Puget Sound** and **Bonneville Power Administration**.

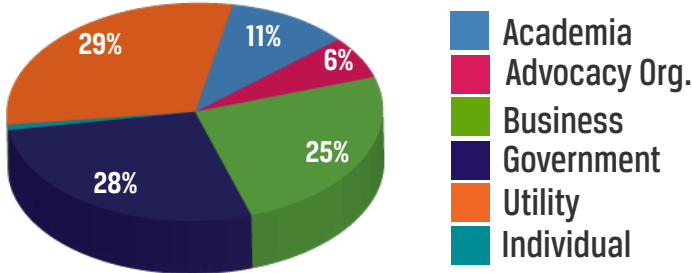
The half-day event gathered over 100 attendees (see detail to the right) to hear local and state government, business and NGO leaders discuss the potential impact of the Energy 2030 goal in Seattle and Washington state, and detail the investment, infrastructure and education strategies required to achieve the goal.

**Jorge Carrasco**, General Manager & CEO of Seattle City Light, kicked off the event with an overview of the work that he and other Alliance National Commission on Energy Efficiency Policy members undertook to create the Energy 2030 goal and subsequent recommendations which offer a pathway for the U.S. to double its energy productivity by 2030. He was followed by **Governor Jay Inslee**, **Seattle Mayor Mike McGinn** and **Seattle City Council Member Mick O'Brien**, all of whom expressed strong support for adopting the Energy 2030 goal and aggressively pursuing the goal through strong policies and programs.

As recognized in the Alliance's Energy 2030 recommendations, public policies alone will not guarantee that the energy productivity goal is met – the business and NGO communities also must engage. The second part of the Seattle program, therefore, focused on discussions with key business and public interest leaders regarding their role in driving energy productivity gains and the support needed from policy makers to be effective in their efforts.

### ATTENDEE BREAKDOWN

There was a very strong showing from all of the key stakeholder groups: 16 attendees from government, 5 from academia, 15 from the public interest sector, 47 from industry and 17 from the utility sector.







## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter #Energy2030 realized:

- 190,000 Impressions
- 39 total engagements

### NOTABLE PARTICIPANTS

- @SEACityLight (Seattle City Light)
- @CityofSeattle
- @GovInslee

## MEDIA COVERAGE FROM THE EVENT

- Seattle Times: [Saving Energy to Aid Economy, Leader of National Group Says](#) 7/22/2013
- Distributed Energy: [Invest Now, Save Money Over the Long Run](#) 7/23/2013
- Hispanic Business: [Save Energy to Aid Economy, Expert Says](#) 7/23/2013
- Seattle.gov: [Seattle Leaders Champion Energy 2030 Goal at City Hall](#) 7/23/2013

## POST EVENT SURVEY RESULTS

- 6% of the attendees responded to a survey assessing the event.
- The event was rated higher than average for overall agenda, topics & format, program length, networking opportunities and overall panels.
- Four out of seven people attended the event for networking opportunities, five out of seven attended to learn more about Energy 2030, and, two out of seven attended to learn more about the Alliance to Save Energy.
- The respondents had little knowledge about Energy 2030 before the event, felt knowledgeable about Energy 2030 after the event and are now somewhat likely to implement Energy 2030 goal in their communities.
- Importantly, the event went beyond "singing to the choir" as only one out of seven attendees responded as already being a member of the Alliance to Save Energy.

Additional comments included:

- "I would love to see a follow-up to this that actually starts putting ideas to action and creating solutions. There is a tremendous opportunity to share ideas on a more specific level in each area that Energy 2030 *On the Road* visits."



# SOUTHERN CALIFORNIA

Southern California Edison (SCE) and Los Angeles Department of Water & Power (LADWP) co-hosted the second Energy 2030 *On the Road* event on January 15, 2014 in southern California. The half-day event convened over 100 attendees (see graphic on the right) to hear local and state government, business and NGO leaders discuss the potential impact of the Energy 2030 goal on southern California and the entire state and detail the investment, modernization and outreach strategies required to achieve the goal.

Erwin Furukawa, senior vice president of SCE, kicked off the event with an overview of the Alliance to Save Energy and the Energy 2030 initiative - and the importance of participating in the new Energy 2030 *On the Road* campaign. He was followed by the event's keynote, president of the California Public Utilities Commission, Michael R. Peevey, who expressed strong support for the Energy 2030 goal of doubling U.S. energy productivity by 2030 and detailed actions that have been taken and what actions need to be taken at the state level to continue to move in the direction of meeting the goal.

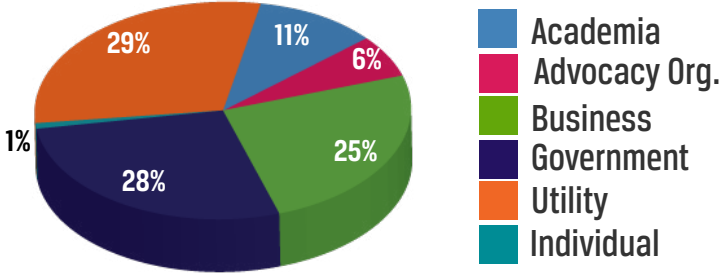
The event convened two panel discussions: Best Practices in Investing & Modernization and Motivating Action through Policy & Outreach. The panelists focused on their roles in driving energy productivity gains and the support needed from policy makers to be effective in their efforts. The panelists included:

- Ted Bardacke, Deputy Director of Sustainability, **Office of Los Angeles Mayor Eric Garcetti**
- Stephen Dulac, Director of Engineering, **DIRECTV**

- David Jacot, P.E., Director of Efficiency Solutions, **Los Angeles Department of Water & Power**
- Gene Rodrigues, Director of DSM Strategy, Portfolio Oversight & Technical Support, **Southern California Edison**
- Bob Foster, Mayor, **City of Long Beach, California**
- Fred Harris, Assistant Vice Chancellor, College Finance and Facilities Planning, **California Community Colleges Chancellor's Office**
- Mary Ann Lutz, Mayor, **City of Monrovia, California**

### ATTENDEE BREAKDOWN

There was a very strong showing from all of the key stakeholder groups: 112 people attended the event with 31 attendees from government, 12 from academia, 7 from non-profits, 28 from industry and 33 from utilities; and, 1 unidentified. Those organizations included **City of Los Angeles, US General Services Administration, Siemens, UC Davis Energy Efficiency Center, and The Energy Coalition.**







## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter #Energy2030 amassed 66 total engagements (retweets, favorites, replies)

### NOTABLE PARTICIPANTS

- @LAMayorsOffice
- @SCE (Southern California Edison)
- @TriplePundit
- @VZWken (Ken Muche, PR for Verizon Wireless SoCal)
- @CalCommColleges (CA Community Colleges Communications)

Alliance Facebook posts on the event reached 3,326 people.

The Alliance published a post on the [Blog to Save Energy](#) publicizing the event entitled, "[Ready that Close-up Mr. DeMille, Los Angeles is Shining Brighter and Saving Energy](#)" which touted the city of Los Angeles' energy efficiency efforts. It was shared 106 times across Twitter, Facebook and LinkedIn.

## POST EVENT SURVEY RESULTS

- All respondents rated the event higher than average for overall agenda, topics and format, program length, networking opportunities and both panels.
- Three out of eight attended the event for networking opportunities, eight out of eight attended to learn more about Energy 2030, four out of eight attended to learn more about the Alliance to Save Energy, and one out of eight attended for other reasons (training & curriculum for community college).
- Respondents had little knowledge about Energy 2030 before the event, felt knowledgeable about Energy 2030 after the event and all are interested in working towards the goal of doubling energy productivity by 2030 in their own community or at work.
- Two out of eight are willing to participate in the Energy 2030 campaign.
- One out of eight attendees responded as already being a member of the Alliance and two out of eight are interested in becoming a member of the Alliance.

### Additional comments included:

- "Continue to have different industries/cities talk about how they managed to save energy. Handouts for any types of grant opportunities or rebates for energy savings in the regional area where you are doing your presentations. If we can get buy-in from the top to make a commitment to save energy the trickle-down effect would be greater."



# LAS VEGAS

The [Clean Energy Project](#), [Copper Development Association](#) and [Energy Works LLC](#) co-hosted the Alliance's Energy 2030 *On the Road* campaign stop in Las Vegas, Nevada on February 19, 2014. The event enjoyed the sponsorship of Alliance Associate member [Copper Development Association](#) along with local sponsors [Bombard Renewable Energy](#) and [NV Energy](#). In keeping with our goal of building strong alliances at the local and state levels, we also partnered with [Energy Fit Nevada](#), [Green Chips](#), [Green Alliance](#) and the [Southwest Energy Efficiency Project \(SWEEP\)](#) in the development of the agenda and invitation lists.

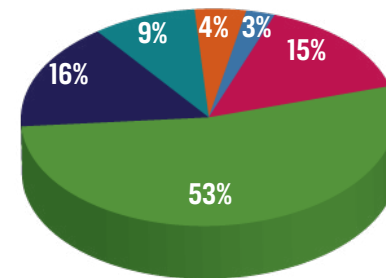
The event was an enormous success, gathering 114 attendees representing all key stakeholder groups necessary to driving energy efficiency in the community and the state. The Energy 2030 productivity goal was embraced by local, state and federal leaders who populated the agenda. Business, civic and NGO leaders detailed strategies for Las Vegas and Nevada to achieve the goal, building on the key themes of Energy 2030: invest, modernize and educate.

Of particular note, several stakeholders endorsed the campaign at the event. We also garnered a full endorsement of the goal by [Congressman Steven Horsford \(D-Nev.\)](#), helping to ensure the connection and future cooperation between all levels of government.

## ATTENDEE BREAKDOWN

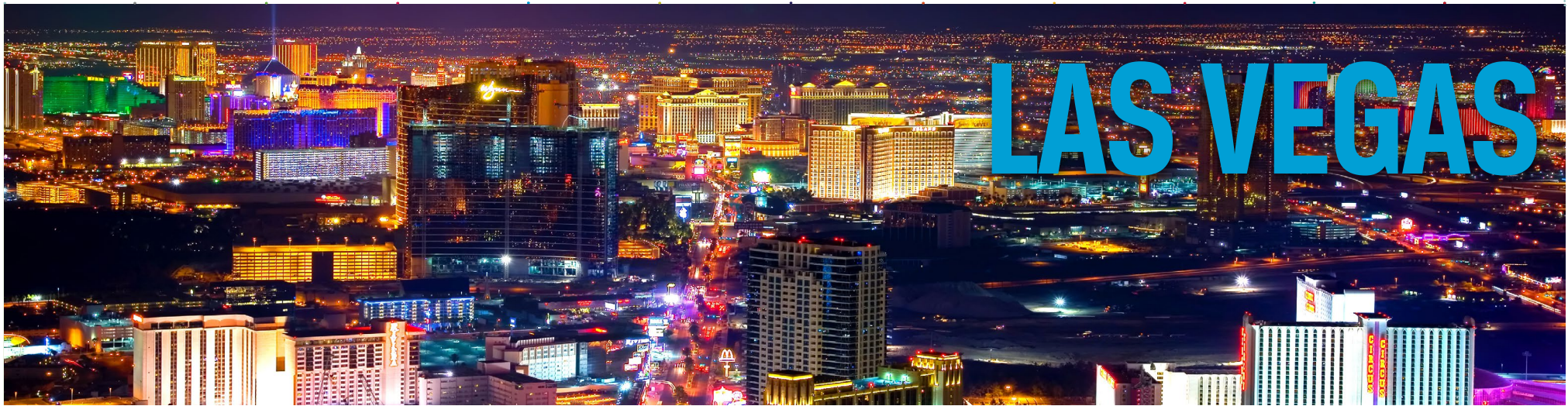
There was a very strong showing from all of the key stakeholder groups. 114 people attended the event: 18 government officials, 3 academicians, 17 NGO representatives, 61 business representatives, 5 energy utility representatives, and 10 unidentified.

Attendees included representatives from groups that the Alliance will engage with to ensure that the Energy 2030 goal gains "traction" in the city and state. In addition to the partners noted above, these include the [Nevada Conservation League](#), [Las Vegas chapter of the Sierra Club](#), [Nevada Sustainable Energy Coalition](#), and the [Nevada ENERGY STAR Partners](#).



- Academia
- Advocacy Org.
- Business
- Government
- Utility
- Individual





## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter #Energy2030 amassed 56 total engagements (replies, retweets, favorites)

### NOTABLE PARTICIPANTS

- @CityOfLasVegas
- @cleanenergyNV
- @SouthwestEE (SWEEP)

Alliance Facebook posts on the event reached 1,328 people.

The Alliance published one post on the [Blog to Save Energy](#) publicizing the event. The blog, "[Next Stop on the Road to Energy Productivity: Sin City!](#)," which touted the city of Las Vegas's energy efficiency efforts, was shared 38 times across Twitter, Facebook and LinkedIn.

## MEDIA COVERAGE FROM THE EVENT

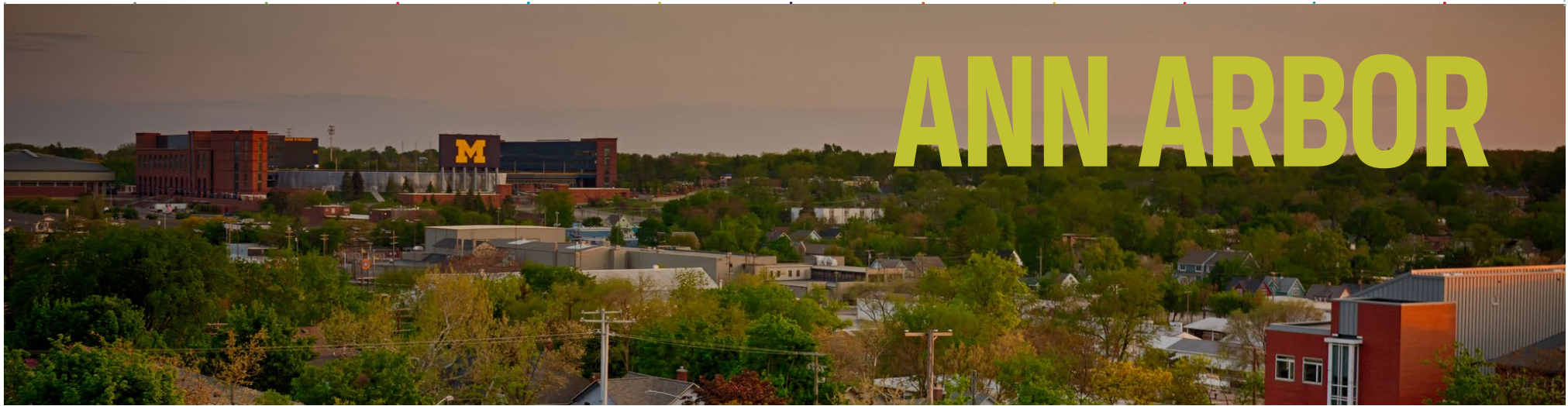
- KTNV ABC Channel 13: [Nevada on track to maximize energy potential by 2030](#) 2/19/2014 (Broadcast + Online Article)
- KSNV News 3: [Nevada Energy leaders encourage energy productivity](#) 2/19/2014 (Broadcast + Online Article)

## POST EVENT SURVEY RESULTS

- The event was rated higher than average for overall agenda, topics & format, program length, networking opportunities and all three panels.
- Nine out of ten people attended the event for networking opportunities, ten out of ten attended to learn more about Energy 2030, and nine out of ten attended to learn more about the Alliance to Save Energy.
- The respondents had little knowledge about Energy 2030 before the event, 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 business/organization.
- Eight out of ten are willing to participate in the Energy 2030 campaign and only two out of ten are unsure about participating in the campaign.
- None of the respondents are currently participating as Alliance Associate members but five out of ten now are interested in becoming members.

Additional comments included:

- "Overall, everything was excellent."
- "Well organized. Glad I attended and definitely worth the time."
- "Appreciate the time and effort that went into this very informative program."
- "I would have liked to have a bit more background on Energy 2030 and its activities nationwide and in other 'tour stop' cities/areas."



# ANN ARBOR

The **Erb Institute for Global Sustainable Enterprise** at the University of Michigan and the City of Ann Arbor co-hosted the Alliance's Energy 2030 *On the Road* campaign stop in Ann Arbor, Michigan on March 31, 2014. The event enjoyed the sponsorship of Alliance Associate members **The Dow Chemical Company, Johnson Controls, Masco** and **Whirlpool Corporation**. In keeping with our goal of building strong alliances at the local and state levels, we also partnered with the Michigan Public Service Commission, the Michigan Governor's Office, the City of Grand Rapids and Detroit Public Television in the development of the agenda and invitation lists.

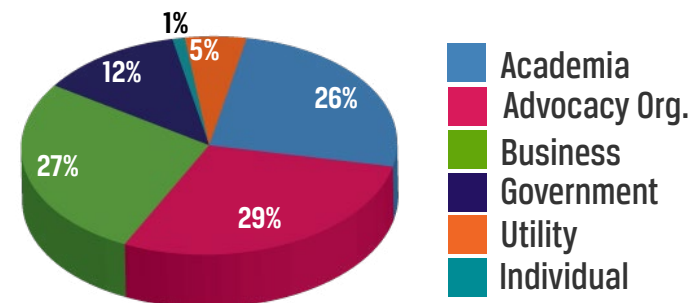
The Energy 2030 productivity goal was embraced by local, state and federal leaders who populated the **agenda**, and the business, civic and NGO leaders detailed strategies for Ann Arbor and Michigan to achieve the goal, building on the key themes of Energy 2030: invest, modernize and educate.

You can watch the **full event** that brought these stakeholders together including all three Michigan Public Service Commissioners, the Department of Energy, Association of Home Appliance Manufacturers, Michigan Saves and CMS Energy. The event was an important showcase of energy policy and industry leadership, with keynote remarks from our first Energy 2030 signatory, **Ann Arbor Mayor John Hieftje**, as well as **Grand Rapids Mayor George Heartwell**, who kicked off the event by signing the traveling Energy 2030 pledge!

## ATTENDEE BREAKDOWN

There was a very strong showing from all of the key stakeholder groups. 114 people attended the event: 14 government officials/staff members, 29 representatives from academia/students, 33 NGO representatives, 31 business representatives, 6 energy utility representatives and 1 unidentified.

Attendees included representatives from groups that the Alliance will engage with to ensure that the Energy 2030 goal gains "traction" in the city and state. In addition to the partners noted above, these include 5 Lakes Energy LLC, Ann Arbor Energy Commission, Michigan Energy Office, Office of Sen. Stabenow, City of Dearborn, Michigan Economic Development Corporation, Michigan Interfaith Power and Light, DTE Energy and the Michigan Environmental Council.







# ANN ARBOR

## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter #Energy2030 amassed 179 total engagements (retweets, replies, favorites)

Notable Accounts Include:

- @DowChemical
- @ErbInstitute
- @SouthwestEE (SWEEP)
- @ConsumersEnergy

On Facebook, Alliance posts about the event received 65 likes, shares, and comments and reached over 1,600 users. The Alliance also published two posts on the [Blog to Save Energy](#) that highlighted the event. The first blog entry, "[Ann Arbor: The Gateway To Greater Energy Efficiency](#)," discussed energy efficiency efforts seen in Ann Arbor. The second entry, "[More Than Keeping Up With The Joneses, Grand Rapids Is Leading In Energy Efficiency](#)" highlighted the efforts in Grand Rapids. Together, the blog posts were shared on Twitter, Facebook, and LinkedIn 69 times.

## MEDIA COVERAGE FROM THE EVENT

The event was recorded live and broadcast online by [Detroit Public Television](#) and was provided to event organizers to embed on their own pages. The Alliance posted the live feed, and in total there were 68 clicks on the link. While the webcast had many more views, this number represents the number of times it was watched directly through the Alliance website.

## POST EVENT SURVEY RESULTS

- Approximately 7% of event participants responded to our follow-up survey.
- The event was rated higher than average for overall agenda, topics & format, program length, networking opportunities and all three panels.
- Five out of eight people attended the event for networking opportunities, seven out of eight attended to learn more about Energy 2030 and four out of eight attended to learn more about the Alliance to Save Energy.
- The respondents had little knowledge about Energy 2030 before the event, felt knowledgeable about Energy 2030 after the event and all but one reported new interest in working towards the goal of doubling energy productivity by 2030 in their own community or in their business/organization.
- Five out of eight are willing to participate in the Energy 2030 campaign and only two out of eight are unsure about participating in the campaign.

Additional comments included:

- "Very well planned and orchestrated. Excellent panelists and speakers."
- "There was a great opportunity to get the right people to talk to each other."
- "I was impressed with the speaker line-up and the information they shared. Good to see a utility and manufacturers on board with the idea."





# ATLANTA

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**.

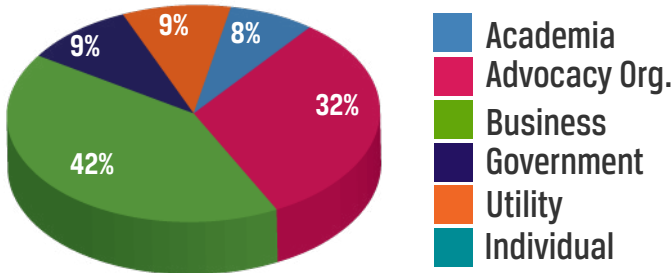
The event gathered nearly 60 attendees representing all the key stakeholder groups necessary to drive energy efficiency in the community and throughout the Southeast. The event was also a showcase of leadership, with keynote remarks from **Commissioner Brandon Presley of the Public Service Commission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

The Energy 2030 productivity goal was embraced by local, state and federal leaders who populated the **agenda**. Business, civic and NGO leaders detailed strategies for Ann Arbor and Michigan to achieve the goal, building on the key themes of Energy 2030: invest, modernize and educate.

## ATTENDEE BREAKDOWN

Participants and attendees represented **Alabama, Georgia, Mississippi, South Carolina, North Carolina** and **Tennessee**. 53 people attended the event: 5 government officials/staff members, 4 representatives from academia/students, 17 NGO representatives, 22 business representatives and 5 energy utility representatives.

In addition to the co-hosts and partners, participants included 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.





# ATLANTA

## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter, #Energy2030 saw amassed 103 total engagements (retweets, replies, favorites)

Notable Accounts Include:

- @BrandonPresley
- @RaleighGov
- @ACORE
- @Cree
- @Ingersoll Rand
- @LimeEnergy

On Facebook, Alliance posts about the event received 42 likes, shares and comments and reached over 1,800 people.

The Alliance also published one post on the [Blog to Save Energy](#) that highlighted the event. The blog, "[The Southeast Looks Ahead to an Energy Productive Future](#)," discussed energy efficiency efforts in the Southeast United States was shared 51 times across Twitter and Facebook.

## MEDIA COVERAGE FROM THE EVENT

The event was covered by E&E Publishing's [EnergyWire](#). An article summarizing the event entitled, "EPA Climate Plan 'Might Bring New Life' to Energy Efficiency Efforts", 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.

## 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 were collected rated excellent for overall agenda, topics & format, and program length.

Additionally:

- 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. All reported their new interest in working towards the goal of doubling energy productivity by 2030 in their own community or in their organization.





# NEW YORK

The **Northeast Energy Efficiency Partnerships (NEEP)** co-hosted the Alliance's Energy 2030 *On the Road: New York* campaign stop in New York, New York on September 29, 2014. The event enjoyed the sponsorship of Alliance Associate members **Danfoss, Ingersoll Rand, Lime Energy, National Grid**, the **National Association of Water Companies (NAWC)**, and the **Copper Development Association**.

The half-day event was a great success, with nearly 80 attendees gathering to hear local and state government, business, and utility leaders tout the benefits of increased energy productivity and its ability to drive economic gains and create jobs. The event was a showcase of leadership in New York State, with keynote remarks from former **Governor George Pataki** (R-NY) and **Congressman Paul Tonko** (D-NY-20) highlighting the good work being done in the state to drive investment in energy efficiency across all sectors.

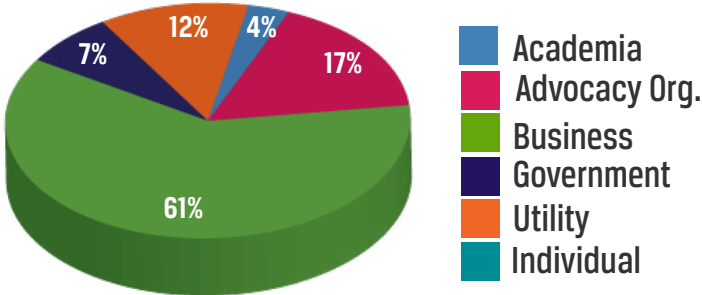
The event's three panels featured robust discussion on larger themes concerning energy productivity, including financing options and incentives for energy efficiency investment, implementing new technologies and the need to look at building efficiency through an integrated systems approach, engaging and educating consumers on energy consumption and enhancing and tailoring education in order to build a skilled workforce prepared to implement energy efficiency technologies.

Throughout the event, the goal of doubling energy productivity by 2030 was embraced by

local and state lawmakers, power providers, businesses, investors and manufacturers who populated the agenda and detailed strategies for New York to achieve the Energy 2030 goal and build on its key themes: invest, modernize, and educate. Of particular note, we secured endorsements of the Energy 2030 goal from three organizations.

### ATTENDEE BREAKDOWN

There was a very strong showing from all of the key stakeholder groups in New York. 77 people attended the event, including 6 government officials/staff members, 4 representatives from academia/labs, 11 NGO representatives, 49 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 in the city and state. In addition to the partners noted above, these include United Water, New York Green Bank, Lockheed Martin, New York Power Authority, New York Association of Public Power, Con Edison, Natural Resources Defense Council, New York University and the Office of New York City Mayor Bill de Blasio.







## TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter, #Energy2030 amassed 58 Total Engagements (replies, retweets, favorites)

Notable Participants:

- @RepPaulTonko
- @ConservServGrp
- @UnitedWater
- @smartenergy4u

Alliance Facebook posts on the event reached 1,393 people. The Alliance published one post on the [Blog to Save Energy](#) publicizing the event. The blog post, "[The City That Never Sleeps Isn't Resting On Efficiency Policy](#)", highlighted New York City's efficiency efforts to date and was shared 28 times across Twitter, Facebook and LinkedIn.

## MEDIA COVERAGE FROM THE EVENT

The Alliance, Danfoss, Lime Energy and Hannon Armstrong each distributed separate news releases highlighting the event:

- [Danfoss to address energy productivity at Energy 2030 On the Road](#) 09/08/14
- [Hannon Armstrong CEO to Speak at Energy 2030 and Next Generation Solar PV Finance Conferences in New York City](#) 09/25/14

- [Lime Energy CEO, Adam Procell to speak at Energy 2030 OTR in NYC](#) 09/25/14
- [The Alliance and NEEP Co-Host Energy 2030 On the Road in New York City](#) 09/29/14
- [Danfoss calls for a holistic approach to doubling U.S. energy productivity during Energy 2030 On the Road](#) 10/03/14



# FORT WORTH

The **South-central Partnership for Energy Efficiency as a Resource (SPEER)** joined the Alliance to Save Energy in co-hosting the Energy 2030 *On the Road* campaign stop in Ft. Worth, Texas on November 3, 2014. The half-day event, sponsored by Alliance Associate Member **Lockheed Martin**, brought together over 50 attendees to hear local and state government, business and utility leaders discuss the benefits of increasing energy productivity and its ability to drive the economy and create jobs in the Lone Star state.

The agenda for the half-day event was populated with local and regional leaders in the energy efficiency space including representatives from Lockheed Martin, **3M**, South-central Partnership for Energy Efficiency (SPEER), **Oncor Energy**, **Dallas Ft. Worth Airport**, **Texas Christian University**, the **State Energy Conservation Office of Texas (SECO)** and the **North Central Texas Council of Governments**, to name a few.

Our panelists' discussions centered on best practices in investing and modernization, as well as motivating action on our goal of doubling energy productivity through policy and outreach. The event enjoyed a truly robust discussion with our most engaged audience to date enthusiastically speaking about the successes and challenges they have experienced with regard to energy efficiency. Of note, the event's two panels featured discussion regarding the barriers for public entities to install energy efficient technologies, enhancing training and education to prepare a work force in integrated systems efficiency and the ability of public-private partnerships to drive innovation in energy efficiency.

In keeping with the bipartisan nature of these events, our attendees heard from two Members of Congress, Alliance Honorary Vice Chair Congressman Michael Burgess (R-Texas) and Congressman Marc Veasey (D-Texas), who both represent districts in the Dallas - Ft. Worth Metroplex. A member of Congresswoman Kay Granger's (R-Texas) office attended.

The goal of doubling energy productivity by 2030 was embraced by attendees and panelists alike who outlined successes and challenges they have experienced in Texas and how to move forward in advancing the goal's key themes: invest, modernize and educate. While in Ft. Worth, we were able to garner endorsements of the Energy 2030 goal from five new organizations who have committed to supporting and promoting the goal in their particular spheres of influence.

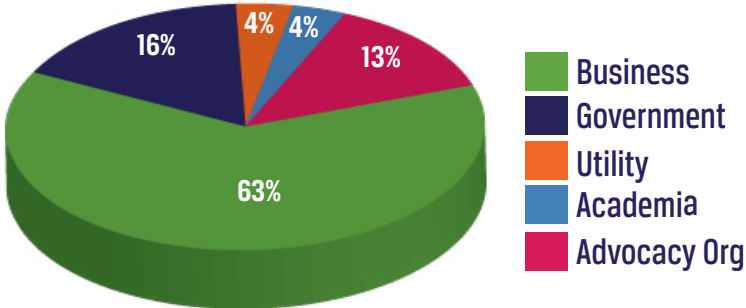




# FORT WORTH

### ATTENDEE BREAKDOWN

There was a good showing from all of the key stakeholder groups in Ft. Worth. 54 people attended the event, including 9 government officials/staff members, 2 representatives from academia, 7 advocacy group representatives, 34 business representatives, and 2 energy utility representatives. Attendees included representatives from groups that the Alliance will engage with to ensure that the Energy 2030 goal gains traction in Texas. In addition to the partners noted above, these include Schneider Electric, Johnson Controls, TexEnergy Solutions, Big Ass Solutions, Texas AirSystems, CLEARresult, and LCTA Group LLC, Wise Energy Efficiency Solutions, Cenergistic, Facility Performance Associates, Performance Services, Firefly Energy Consulting, and Concept Elemental.



### TWITTER #ENERGY2030 HIGHLIGHTS

On Twitter, #Energy2030 amassed 63 Total Engagements (replies, retweets, favorites)

Notable Participants:

- @JFarmijo, Frank Armijo, Energy Executive at Lockheed Martin
- @IMT\_speaks, Institute for Market Transformation
- @3M, 3M
- @Htansey, Heather Tansey, Manager at 3M

Alliance Facebook posts on the event reached 729 people. The Alliance published one post on the Blog to Save Energy publicizing the event. The blog post, "Fort Worth Shows Leadership in Energy Efficiency," highlighted the energy efficiency achievements in the Ft. Worth area, and was shared 30 times across Twitter, Facebook and LinkedIn. The Alliance published one post on the [Blog to Save Energy](#) publicizing the event. The blog post, "The City That Never Sleeps Isn't Resting On Efficiency Policy", highlighted New York City's efficiency efforts to date and was shared 28 times across Twitter, Facebook and LinkedIn.

### MEDIA COVERAGE FROM THE EVENT

The Alliance distributed a news release highlighting the event:

- [Energy 2030 On the Road in Ft. Worth Brings Together Local Efficiency Advocates](#) 11/3





# RALEIGH

On February 5, 2015, the Department of Energy (DOE) and Council on Competitiveness (Council) joined the Alliance in co-hosting the first of three state and local dialogues in Raleigh, North Carolina as part of the *Accelerate Energy Productivity 2030* initiative.

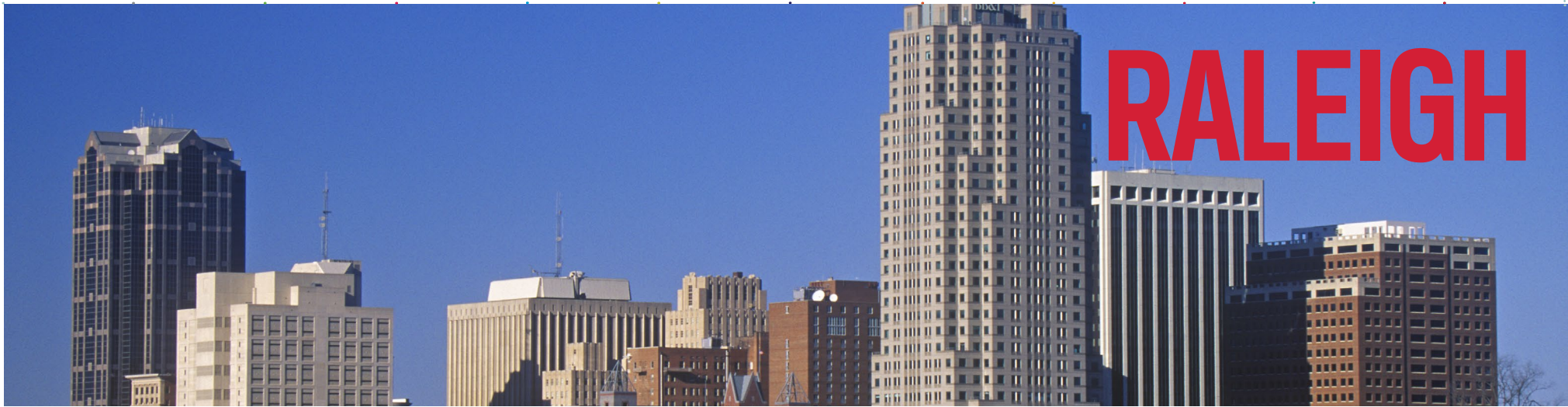
The half-day event sponsored by Alliance Associate Members **Ingersoll Rand**, **Lime Energy** and **Cree** convened leading public and private sector energy experts and around 90 attendees in the impressive James B. Hunt Library at North Carolina State University. The discussion centered around emerging challenges and opportunities associated with improving energy productivity in the buildings and transportation sectors.

Speakers included representatives from the DOE, North Carolina Utilities Commission, Duke Energy, North Carolina Department of Commerce, City of Atlanta, City of Raleigh, North Carolina State University, Advanced Energy, Envision Charlotte and the Research Triangle Cleantech Cluster, to name a few.

Keynote remarks from Dr. John Hardin, Executive Director of the North Carolina Board of Science, Technology and Innovation and Keith Trent, Executive Vice President of Grid Solutions and President for the Midwest and Florida Regions for Duke Energy discussed how the state of North Carolina and the region's largest utility are working to make North Carolina a leader in the Southeast on energy productivity.

Of note, participants heard stakeholders from the cities of Raleigh, Charlotte, Charleston and Atlanta discuss various programs they have undertaken to influence consumer behavior and energy consumption; increase electric vehicle penetration, help finance energy efficiency retrofits for residential homeowners, and enhance efficiency in large buildings across the region. Additionally, participants were afforded the opportunity to hear about the cutting edge research taking place in the North Carolina Research Triangle to bolster energy productivity in the U.S. In particular, a representative from Cree Inc. was able to highlight their groundbreaking work with the City of Raleigh to deploy LED's across the city, as well as their recent triumph lighting this year's Super Bowl in Phoenix, AZ, making it the most efficient Super Bowl to date.

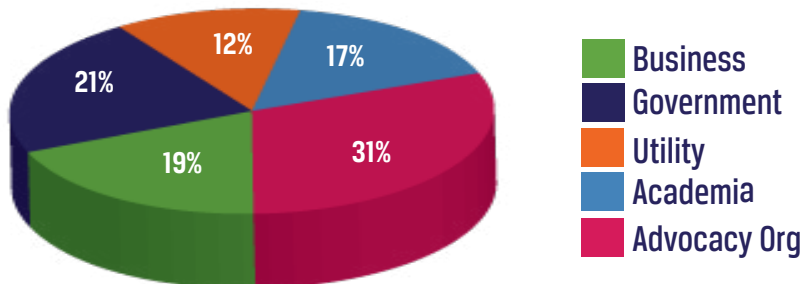
The *Accelerate Energy Productivity 2030* goal resonated with the panelists and audience alike as both engaged in a dialogue regarding the specific approaches taken, and challenges encountered, in advancing energy productivity at the local, state, and regional levels. While in Raleigh, we were able to secure endorsements from several key companies and institutions, most notably Duke Energy, the largest utility in the U.S., and NC State University.



# RALEIGH

## ATTENDEE BREAKDOWN

There was a strong showing from all target stakeholder groups in the Raleigh, North Carolina region. 105 people registered for the event, with 88 in attendance at the Hunt Library. Registrants included 17 representatives from academic institutions, 32 advocacy group representatives, 20 business representatives, 23 government officials or staff members and 13 energy utility representatives. In addition to the partners listed above, organizations represented include the City of Raleigh, NC Clean Energy Tech Center, Eastman Chemical Company, Research Triangle Cleantech Cluster, Duke Energy, NC Utilities Commission, University of North Carolina, NC State University, Duke University, Envision Charlotte, Sierra Club, E4 Carolinas, Ingersoll Rand, Advanced Energy, City of Atlanta, Schneider Electric, Climate Mobilization Fund, North Carolina Electric Cooperatives, Brasfield and Gorrie LLC, FleishmanHillard, Cree, Office of Congressman Ellmers, North Carolina Rural Electrification Authority, Department of Energy, Brady Trane Services and the North Carolina Department of Environment and Natural Resources. The Accelerate Energy Productivity Initiative will work with representatives from these organizations to ensure that the goal of doubling energy productivity by 2030 remains a priority in the region moving forward.



## TWITTER #ENERGY2030 HIGHLIGHTS

On *Twitter*, the Alliance posted 25 [#Energy2030](#) tweets with:

- 630,300 Potential Impressions
- 76 Engagements (Retweets + Replies + Favorites)

Notable Participants:

- [@DukeEnergy](#)
- [@NCStateSustain](#) (NC State Sustainability)
- [@CompeteNow](#) (Council on Competitiveness)
- [@ceesNsight](#) (Ingersoll Rand)
- [@EEpartnership](#) (South-central Partnership for Energy Efficiency as a Resource)

Alliance Facebook and LinkedIn posts highlighting the [Raleigh, North Carolina Ground Zero for Advancements in Energy Efficiency](#) blog reached 2,771 people. The blog was also re-posted by [Solid State Technology: Insights for Electronics Manufacturing](#).

## MEDIA COVERAGE FROM THE EVENT

- [Selling energy efficiency: Leaders talk tactics](#) Alex Dixon, *The Herald Sun*
- [Advocates from Local Government, Public and Private Sectors Gather in Raleigh for Accelerate Energy Productivity 2030: A State and Local Dialogue](#) Alliance to Save Energy press release





On April 14, 2015, the U.S. Department of Energy (DOE) and the Council on Competitiveness (Council) joined the Alliance in co-hosting a roundtable in Seattle, Washington focused on smart power systems as part of the [Accelerate Energy Productivity 2030 initiative](#).

More than 75 attendees gathered at Perkins Coie law firm in downtown Seattle for the half-day event sponsored by Alliance Associate Members [Puget Sound Energy](#) and [Snohomish County Public Utility District](#) and co-hosted by [Seattle City Light](#) and the [Northeast Energy Efficiency Alliance \(NEEA\)](#). The agenda for the dialogue was primarily populated with public and private sector energy experts from the region with the goal of discussing challenges and opportunities associated with advancing energy efficiency and energy productivity in power generation, distribution and transmission.

Participants heard from speakers about the changing power grid and the leadership role Seattle and the region are taking in advancing smart power systems of the future. Speakers included representatives from DOE, Seattle City Light, King County, Alstom, Puget Sound Energy, Southern Company, Perkins Coie, Opower, Washington Department of Commerce, Lawrence Berkeley National Lab, the Washington Utilities and Transportation Commission, the Northwest Energy Efficiency Alliance, the Seattle City Council, the Council on Competitiveness, Pacific Northwest National Laboratory and Snohomish County Public Utility District. The event enjoyed strong expert-level participation - a true testament to importance of the subject of smart power systems to the region and the timeliness of our event.

The panelists' discussions centered on several important themes as they relate to smart power systems, including energy productivity's role in changing the power grid, driving energy productivity through technological innovation and consumer decision-making, public perspectives on doubling energy productivity in the Northwest and technology pathways to an energy productive power portfolio. With respect to the changing power grid, panelists discussed the importance of connecting distributed energy resources to the grid, the need for evolving grid technologies and software and the need for more interoperability and interactivity between the grid and the end user. Additionally, participants heard from all levels of government about what they are doing to drive investment and collaboration on energy efficiency implementation and the adoption of new technologies.

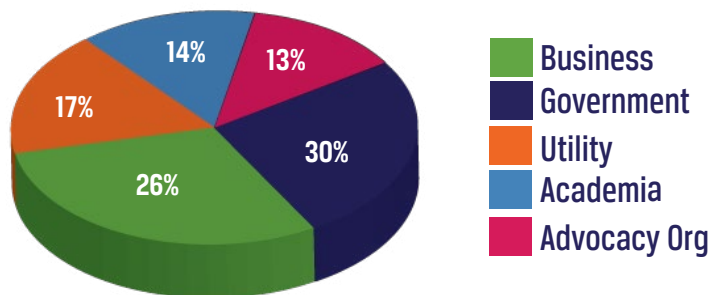




# SEATTLE

## ATTENDEE BREAKDOWN

A total of 91 people registered for the State & Local Dialogue and 80 attended. Registrants included 12 advocacy group representatives, 24 business representatives, 28 government officials or staff members, 16 utility representatives and 13 representatives from research and academic institutions. Organizations represented included the Pacific Northwest National Laboratory, Alstom Grid, City of Mercer Island, City of Seattle, Alaska Airlines, Smart Cities Council, CleanTech Alliance Washington, Washington State University, University of Washington, King County Wastewater Treatment Division, City of Port Angeles, Seattle City Light, Southern Company, Seattle Pacific University, Large Public Power Council, University of California - Davis, Office of Congressman Adam Smith, Alstom Inc., Distributed Energy Management, Snohomish PUD, City of Redmond, Emerald Cities Seattle, Seattle University, Chelan PUD, King County, Gussin Climate Action Fund, National Renewable Energy Lab, Western Washington University, Tenergy Systems, Oregon BEST, Bonneville Power Administration, Tacoma Power, California American Water, Cisco Systems, American Electric Power, International Living Future Institute, Opower, Imperium Renewables Inc., Northwest Energy Efficiency Alliance, Boeing, Puget Sound Energy and the Washington Department of Commerce. Representatives from the *Accelerate Energy Productivity 2030* partnership will continue to engage these organizations as we promote the goal of doubling energy productivity by 2030.



## TWITTER #ENERGY2030 HIGHLIGHTS

On *Twitter*, the Alliance posted 18 #Energy2030 tweets and amassed 28 Engagements (retweets, replies and favorites)

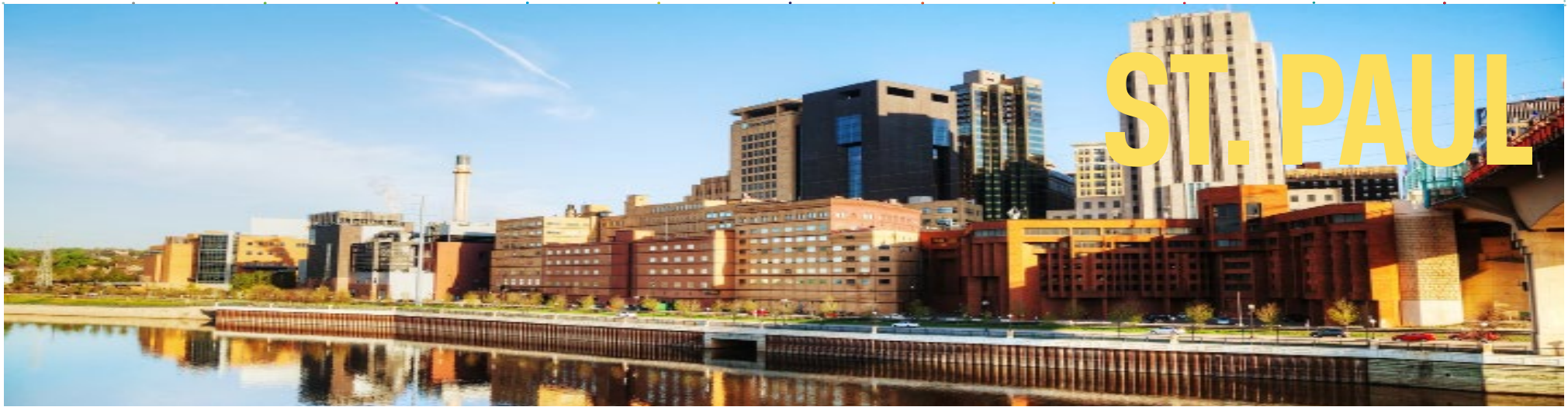
Notable Participants:

- @verosaka (Sinderesis)
- @erbinstitute (The Erb Institute at University of Michigan)
- @MEEAee (Midwest Energy Efficiency Alliance)
- @OptimumEnergyKC (Optimum Energy Solutions, Inc.)
- @SuperGreen CT (SuperGreen Solutions)

An Alliance Facebook post highlighting the event earned 10 likes, 1 share, and reached 575 people.

## MEDIA COVERAGE FROM THE EVENT

- [Accelerate Energy Productivity 2030 Dialogue Series Continues in Redmond & Seattle Alliance to Save Energy](#) press release



On July 16, the U.S. Department of Energy (DOE) and the Council on Competitiveness (Council) joined the Alliance to Save Energy (Alliance) in St. Paul, Minnesota to co-host a roundtable focused on the manufacturing sector and growing industrial competitiveness through increased energy productivity as part of the *Accelerate Energy Productivity 2030* initiative.

More than 80 attendees gathered at the 3M Innovation Center in St. Paul for the event sponsored by Alliance Associate Members **Lockheed Martin** and **Ingersoll Rand**, and co-hosted by **3M** and the **Midwest Energy Efficiency Alliance (MEEA)**. The agenda for the dialogue was primarily populated with public and private sector energy experts from the region with the goal of discussing challenges and opportunities associated with advancing energy efficiency and energy productivity in the manufacturing sector.

Participants heard from speakers about the challenges and opportunities facing their particular sectors and on what they are doing to drive energy productivity within their respective organization, and the areas they serve. Speakers included representatives from 3M, DOE, American Water, the Minnesota Department of Commerce, the Office of Senator Al Franken (D-Minn.) and the Minnesota State Senate, to name a few.

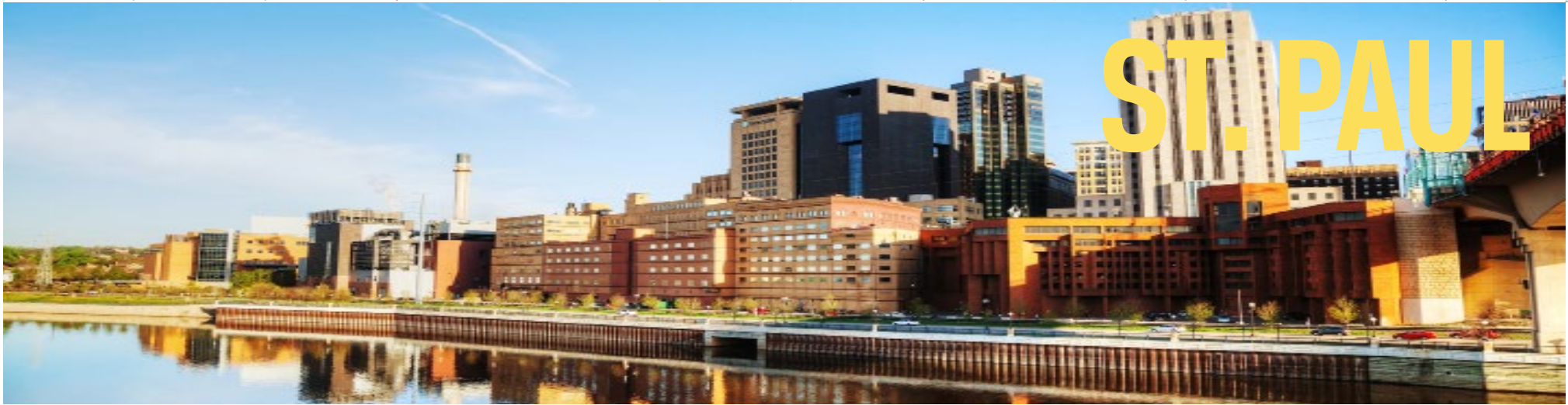
The first panel described the importance of driving continued improvements in advanced manufacturing and increasing energy productivity in manufacturing processes in order to keep the U.S. manufacturing sector prosperous and competitive with other nations.

The second panel focused on the ever-increasing importance of the energy-water nexus and the need to look at energy and water as inextricably linked. Panelists spoke of the importance of water conservation, increased water efficiency, and the dual benefits for increased energy savings and energy productivity.

The final panel focused on public perspectives from the region, and featured a current and former member of the state legislature, a representative from the State Energy Office of Minnesota, and the president of a regional energy and environment nonprofit. This panel discussed the state's long history of bipartisan support for energy efficiency and renewable energy and the need for continued efforts to improve state and local policies that promote these sources.

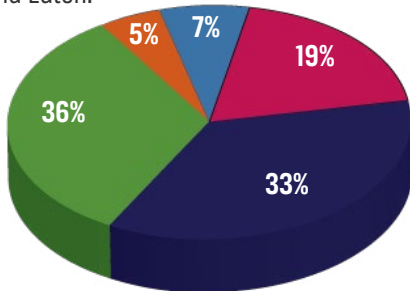
The event featured strong audience participation from a high-level group of energy stakeholders, with a particularly large presence from the public sector in the state and region. The *Accelerate Energy Productivity 2030* goal of doubling U.S. energy productivity by 2030 resonated with the panelists and audience alike as both engaged in a dialogue regarding the specific approaches taken and challenges encountered in advancing energy productivity at the local, state, and regional levels.





## ATTENDEE BREAKDOWN

As with previous events, the State & Local dialogue in St. Paul brought together a diverse range of stakeholders from around Minnesota and the Upper Midwest. In all, 125 people registered for the event and 90 people attended. Registrants included 24 advocacy group representatives, 45 business representatives, 41 government officials or staff members, 6 utility representatives and 9 research or academic institution representatives. Organizations represented included Indiana NAACP, Ever-Green Energy, Center for Energy and Environment, Great Plains Institute, Minnesota Department of Commerce, City of Maplewood, Metropolitan Council, Benton County, Neighborhood Energy Connection, Evolve technologies, Ever-Green Energy, Frederick County, NALCO, Minnesota Power, Cook County Minnesota, City of St. Paul, City of Ruchfield, City of Vadnais Heights, Lockheed Martin, 3M Company, Institute for Industrial Productivity, Environmental Quality Board, State of Minnesota, Xcel Energy, Humphrey School of Public Affairs, Process Technology LLC, Oneida County Wisconsin, Franklin Energy, Home Scan, University of Minnesota, Earthtech Energy, Ingersoll Rand, City of Northfield Minnesota, Fresh Energy, Fulton County Board, Minnesota GreenCorps, Minnesota Interfaith Power & Light, Midwest Energy Efficiency Alliance, CenterPoint Energy, American Water, City of White Bear Lake, Minnesota Trade Office, Metropolitan Airports Commission, Office of Senator Al Franken, Office of Senator Klobuchar, Majestic Custom Electric, Smiths Medical, Delano Municipal Utilities, City of Highland Park and Eaton.



- Business
- Government
- Utility
- Academia
- Advocacy Org

## TWITTER #ENERGY2030 HIGHLIGHTS

On *Twitter*, the Alliance posted 23 [#Energy2030](#) tweets with:

- 400,000 Potential Impressions
- 52 Engagements (Retweets + Replies + Favorites)

Notable Participants:

- [@UncleAlJuhnke](#)
- [@MNCEE](#) (Minnesota Center for Energy and Environment)
- [@CEES](#) (Center for Energy, Environment and Sustainability)
- [@MEEA](#) (Midwest Energy Efficiency Alliance)
- [@Will\\_Nissen](#) (Senior Policy Associate at Fresh Energy)

An Alliance Facebook post highlighting the [St. Paul event](#) earned 20 likes.

## MEDIA COVERAGE FROM THE EVENT

- [Accelerate Energy Productivity 2030 event in St. Paul Highlights Potential of Advanced Manufacturing to Increase Nation's Energy Productivity](#) RealEstateRama
- [Ingersoll Rand Leader to Discuss Advanced Manufacturing at Joint Department of Energy, Alliance to Save Energy Forum](#) Daily Herald - Cook County Online
- [American Water to Participate in Accelerate Energy Productivity Dialogue](#) Reuters



# SAN FRANCISCO

On August 12, seven Congressional staff from an Alliance-hosted congressional field trip joined more than 70 attendees at the Park Central Hotel in downtown San Francisco for an Energy 2030 *On the Road* event sponsored by Alliance Associate Member Pacific Gas and Electric (PG&E).

The half-day event brought together leaders from state and local government, utilities, business, academia and nonprofit organizations to discuss the importance of increasing energy productivity in California and beyond. The agenda for the dialogue was primarily populated with public and private sector energy experts from the region with the goal of discussing challenges and opportunities associated with advancing energy efficiency and energy productivity across sectors at the local, state, and regional levels.

Speakers included representatives from the Electric Power Research Institute (EPRI), Lawrence Berkeley National Lab, Los Angeles Department of Water and Power, EnergySavvy, Nest Labs, Precourt Energy Efficiency Center at Stanford University, Climate Works Foundation, California Public Utilities Commission, City of San Francisco, Natural Resources Defense Council and the City of Los Angeles, to name a few.

Ahead of the day's panel discussions, Helen Burt, Senior Vice President of Corporate Affairs at PG&E kicked things off with some background on PG&E's role in the electricity transmission and distribution space, their work to engage customers in energy efficiency services, and their history in the region. Kateri Callahan, president of the Alliance to Save Energy followed with a brief overview of the *On the Road* campaign and associated efforts to catalyze support for the Energy 2030 goal.

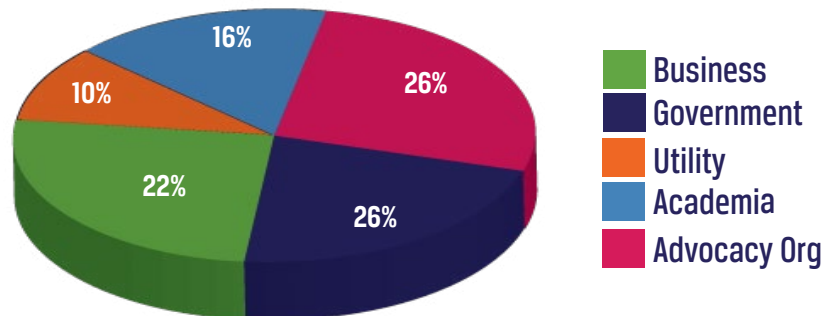
The panelists' discussions honed in on the important themes of doubling energy productivity through investment and modernization as well as consumer decision making and education. Closing out the day, audience and speakers gained insight from public officials and staff as to what they view as priority issues for the state moving forward. This final panel featured a strong group of speakers including Michael Picker, President of the California Public Utilities Commission, Phil Ting, a San Francisco Assemblyman, Hilary Firestone, City Advisor for Los Angeles and Ralph Cavanagh, Co-Director of the Energy Program at NRDC.





## ATTENDEE BREAKDOWN

A total of 82 people registered for the State & Local Dialogue in San Francisco and 70 attended. Registrants included 22 advocacy group representatives, 18 business representatives, 21 government officials or staff members, including Capitol Hill staff, 8 utility representatives and 13 representatives from research and academic institutions. Organizations represented included the California Public Utilities Commission, Bright Power, Brightline Defense Project, California State Assembly, City of Capitola, City of Half Moon Bay, City of Los Angeles, City of San Gabriel, City of San Leandro, City of Woodland, ClimateWorks Foundation, Customer Energy Solutions, UC Berkeley, Electric Power Research Institute, Energy Foundation, EnergySavvy, Stanford, LA Department of Water and Power, Lawrence Berkeley National Lab, Lime Energy, LivingGreen Team, Lockheed Martin, Lucid, Navigant Consulting, Nest Labs, Newcomb Anderson McCormick, NRDC, Open Energy Efficiency, Pacific Coast Trane, PG&E, San Francisco Department of Environment, San Francisco State University, Sea Change Foundation, Strategic Energy Innovations, TOTAL Impact Capital and the University of San Francisco.



## TWITTER #ENERGY2030 HIGHLIGHTS

On *Twitter*, the Alliance posted 14 #Energy2030 tweets and amassed 34 Engagements (retweets, replies and favorites)

Notable Participants:

- @IPEEC (International Partnership for Energy Efficiency Cooperation)
- @SummerhillTeam (Summerhill)

## MEDIA COVERAGE FROM THE EVENT

- [Bay Area Boasts Strategic Policy and Programs to Increase Energy Productivity](#)  
EnvironmentGuru.com
- [Energy 2030 On the Road Event Brings Local Leaders Together in San Francisco](#)  
Alliance to Save Energy press release

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*Pataki-Cahill Group / Chadbourne & Parke*

## CO-CHAIR



**GOV. BILL RITTER**  
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*Center for the New Energy Economy*

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President and CEO  
*Philips Lighting Americas*



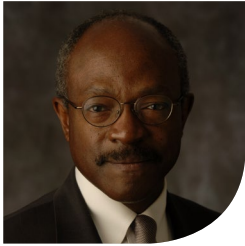
**IAIN CAMPBELL**  
Former Vice President and General Manager,  
Global Energy Workplace Solutions  
*Johnson Controls, Inc.*



**PAUL CAMUTI**  
Senior Vice President, Innovation Chief  
and Chief Technology Officer  
*Ingersoll Rand*



**JORGE CARRASCO**  
General Manager and CEO  
*Seattle City Light*



**KEMEL DAWKINS**  
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Planning and Facilities  
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*UC Davis Policy Institute for Energy,  
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*City of Ann Arbor, Michigan*



**TOM KING**  
President  
*National Grid US*



**ALEX LASKEY**  
President & Founder  
*Opower*



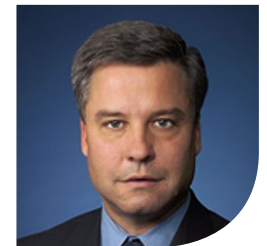
**MICHAEL MELANIPHY**  
President & CEO  
*American Public Transportation  
Association*



**FRANK MURRAY**  
Former President  
*NYSEEDA*



**JANE PALMIERI**  
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