

# 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 a 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. We would save \$327 billion annually in avoided energy costs; we would create 1.3 million jobs; we would reduce imports to represent a mere 7% of overall energy consumption; and we would lower greenhouse gas emissions to 1/3 below the level emitted in 2005.

Achieving this goal requires significant advancements in energy efficiency 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 about 50 policy recommendations directed at all levels of government and the private sector. Roughly one-half of the recommendations require implementation at the federal level, but that means that there is significant policy work to be done at the local and state levels and within the private sector.

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

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

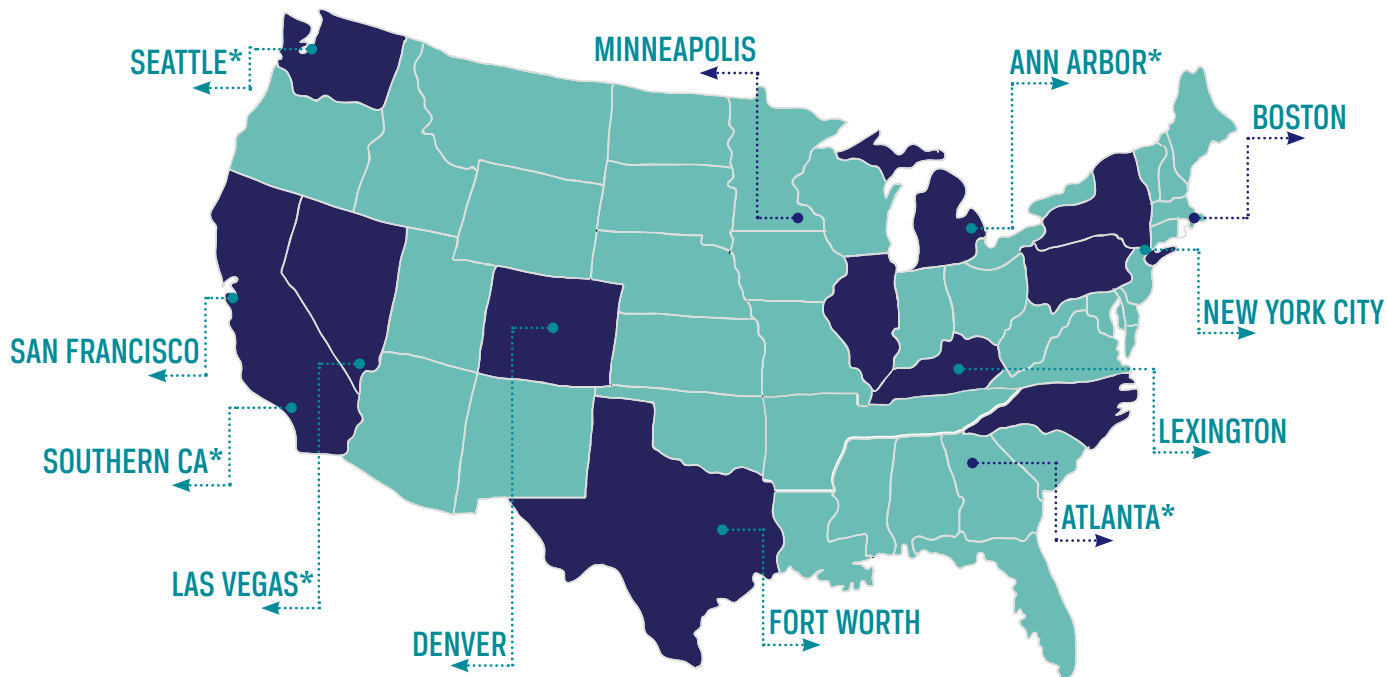
# CAMPAIGN STOPS

The *Energy 2030 On the Road* outreach effort is focused on 12 key states and communities within those states: **California, Colorado, Illinois, Kentucky, Michigan, New York, Nevada, North Carolina, Pennsylvania, Tennessee, Texas and Virginia.**

A crucial element of the campaign is the convening of key local stakeholders in targeted communities. These events serve to educate the community and state leaders about the campaign, to detail the need for their participation and ultimately to secure endorsements of the Energy 2030 goal to put in place policies that allow the community to achieve a doubling in 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* 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 authority/power to commit to the energy productivity goal for their locality and then to implement the policies, programs and initiatives necessary to reach the goal.



\*Denotes previously held campaign stop



# 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.

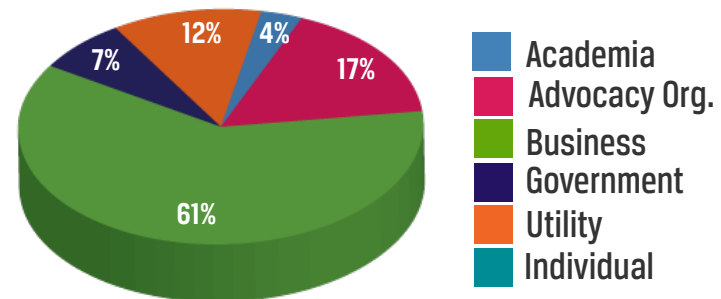
The event's three panels featured robust discussion on larger themes concerning energy productivity including: financing options and incentives for energy efficiency investment, implementing new technologies and the need to look at building efficiency through an integrated systems approach, engaging 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**.





## #ENERGY2030 SOCIAL MEDIA STATISTICS

On Twitter, #Energy2030 tweets from the day of the event realized:

- 529,721 Potential Impressions
- 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.

- [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](#)

## POST EVENT SURVEY RESULTS

COMING SOON...

## MEDIA RESULTING 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](#)