

**The Alliance to Save Energy ● Star of Energy Efficiency Awards ● Charles Percy Award for Public Service  
2008 Nominee: John B. Phillips**

John B. Phillips has been actively advancing visionary approaches to energy efficiency for over 40 years. Currently at the age of 75 and as Chairman of the Board for The Energy Coalition, a non-profit organization that he created almost 30 years ago, Phillips is actively working to persuade utilities to think differently about energy efficiency while focusing on benefits to end-users through a bottom-up approach to integrated energy management. Some of his achievements include:

- Created the first energy efficiency cooperatives in the United States
- Developed an energy efficiency education program starting in 1977 which has been taught to over 50,000 students in California, Chicago and Sweden
- Conceived the Aspen Accord energy policy forum that brings together utility executives, city officials, regulators and other key energy stakeholders
- Founded the Energy Coalition, a non-profit that has implemented numerous ground-breaking energy efficiency programs in California

An engineer by training, Phillips built his business in the 1960's by attacking energy inefficiency in large buildings. He challenged standard engineering practices by taking a more efficient whole building design approach to determining the size of mechanical systems. While this is considered a "business as usual" practice today, at the time it was considered a radical idea. By putting a stop to wasteful design in relation to mechanical systems, costs were avoided and energy inputs were reduced. As was expressed in one publication, "his true calling is that of a missionary, and his mission is to expose and, wherever possible, correct the flagrant abuse of our natural and human resources" (Journal of Commerce, September 1975). Phillips is still considered a missionary today due to his work in both creating and leading The Energy Coalition to foster partnerships between utilities and cities that strive to reduce energy demand through innovative energy efficiency, demand response, and educational programs.

The Energy Coalition began as a demonstration project of Phillips Engineering Supervision Company in 1975. The project built California's first energy cooperative in Los Angeles with 13 buildings, sponsored by the U.S. Department of Energy, Los Angeles Department of Water and Power, and the Los Angeles Central City Association. The energy cooperative approach, where groups of buildings work together during critical periods to reduce demands on peaking power thus 'unloading' the utility of the need to produce a portion of its highest cost electricity, proved to be a powerful idea. Over the next fifteen years, The Energy Coalition formed a total of seven energy cooperatives with utilities and businesses throughout California and created cooperatives in New York City, Chicago, Boston, Gothenburg, and Stockholm. Through Phillips extensive experience with demand response projects, he began to identify that year-round capacity constraints were also an issue and began to focus more generally on energy efficiency.

Inspired by the effects of the Oil Embargo in the late 1970's and the success of building operators in achieving peak reductions in energy usage during the critical demand periods, Phillips introduced the idea of PEAK energy efficiency education. PEAK was based on the idea that, like building operators run commercial and industrial buildings, kids run our homes – they are the operators. By instilling the ethics of energy efficiency and energy stewardship in children at school they would be empowered to manage their family's energy usage at home. After PEAK's first four years of implementation in Laguna Beach, the energy usage of households with PEAK students fell an average of 4.5%, while the control group families had increased usage by 7% . The PEAK concept was way ahead of its time.

Based on the success built with the Irvine Company and the Fluor Corporation in Orange County's two energy cooperatives, The Energy Coalition, led by Phillips, began working with the City of Irvine in 1989 to set up a series of energy saving initiatives between the City and the Irvine Company. This relationship progressed and in 1994, the Mayor of Irvine joined with the mayors of Santa Monica, Gothenburg, and Nacka, as well as Swedish and California utility executives, and various representatives of government regulatory agencies to establish the Aspen Accord. One of Aspen Accord's early endeavors was the Regional Energy Efficiency Initiative (REEI), which brought Santa Monica together with Irvine, in a partnership with Southern California Edison and The Energy Coalition to provide the PEAK education program as well as energy efficiency services in the community. The REEI was extremely successful in bringing diverse constituents of the cities together - residents, small businesses, students, school districts and city government - with their serving utilities to produce energy savings and foster an ethic of energy stewardship. The REEI was expanded in 2001 to a six-city Community Energy Partnership (CEP) and then again in 2004 to include ten cities as well as the Southern California Gas Company. The CEP continues today in Southern California and is being considered for expansion throughout California.

The Energy Coalition is re-invigorating the success of its earlier energy cooperatives through the Business Energy Coalition (BEC). The BEC is a Demand Response pilot program with Pacific Gas & Electric in San Francisco that began in 2005. In its first two years, the BEC has surpassed its goals. Today, the BEC is committed to achieving a group reduction goal of 50 MW by the summer of 2008, with over 100 members throughout PG&E's territory. In addition, Phillips was the principal architect in creating the Palm Desert Energy Partnership which was approved by the California Public Utilities Commission in 2006. The Palm Desert Energy Partnership is a landmark agreement between the CPUC, the City of Palm Desert, utility officials and The Energy Coalition. The project involves a significant paradigm shift in energy use, including widespread use of efficient technologies coupled with energy awareness and behavior change. The Palm Desert Energy Partnership has adopted a precedent-setting 5 year goal of reducing energy use and peak demand by 30% in the City of Palm Desert, while at the same time creating a transferable model which can be adapted to meet the energy needs of cities throughout California.

John B. Phillips was and continues to be an energy efficiency pioneer. He richly deserves to be recognized as a national leader for his innovative approaches to energy efficiency, his tireless efforts to champion energy efficiency benefits to end-users through grass roots action, and his dogged perseverance over the past 40 years to convince utilities, regulators, policy makers, businesses and common citizens that reducing energy waste is the most important environmental action that any of us can take.