

# Energy 2030 *On the Road*: A State and Local Campaign

## 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)

## Energy 2030 *On the Road* Campaign Stops

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 enlist them in the effort. In 2014, the Alliance hopes to visit up to 10 key communities across the country. This report highlights one of these campaign stops.

# Spotlight: Las Vegas, Nevada

## Overview

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 (SWEET) in the development of the agenda and invitation lists.

The event was an enormous success, gathering about 120 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](#), and the 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 most importance, several stakeholders enrolled in the campaign at the event, and we also garnered a full-throated endorsement of the goal by Congressman Steven Horsford (D-Nev.) helping us to ensure the connection and future cooperation between all levels of government.

## Attendance Breakdown

Success for the Energy 2030 *On the Road* campaign stops hinges on getting the right people to attend these cornerstone briefings. As defined for purposes of the campaign, the "right people" are the business, opinion and policy leaders with the authority to commit to the energy productivity goal for their locality or organization and then to implement the policies, programs and initiatives necessary to reach the goal. Measured against this metric, the campaign stop in Las Vegas, Nevada was a huge success.

There was a very strong showing from all of the key stakeholder groups. 118 people attended the event: 19 government official; 5 academicians; 18 NGO representatives; 64 business representatives; 6 energy utility representatives; and, 8 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

## Media Coverage

[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)

## Social Media

Twitter and Facebook were active for the event. Alliance tweets, responses and retweets covered keynote speakers, panels, and other notable events from the day and reached over 275,000 people. The Alliance Facebook posts on the event reached 5,502 users.

Notable Participants:

- City of Las Vegas @CityOfLasVegas
- Clean Energy Project @cleanenergyNV
- SWEEP @SouthwestEE



**AllianceToSaveEnergy**  
@ToSaveEnergy

Marco Velotta of @CityOfLasVegas says Vegas has a Net Zero energy goal that it hopes to reach in the next 6 years #Energy2030

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RETWEETS 3 FAVORITES 2

2:27 PM - 19 Feb 2014



**AllianceToSaveEnergy**  
@ToSaveEnergy

Cindy Ortega of @MGMResortsIntl & @RepHorsford have outlined need for #energyefficiency education for employees, young people #Energy2030

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RETWEETS 3 FAVORITE 1

12:44 PM - 19 Feb 2014

Reply to @MGMResortsIntl @RepHorsford

**Blu** @BluNeedsHugs - Feb 19  
@ToSaveEnergy @MGMResortsIntl @RepHorsford they should also remember to pushe education for management, as decisions flow from them  
Details ← Reply ↻ Retweet ★ Favorite ⋮ More

**GEL-USA** @globaltekint - Feb 19  
@ToSaveEnergy @MGMResortsIntl @RepHorsford Edu is such an important step! 2 many still dont believe in climate chnge and resource shortages.  
Details ← Reply ↻ Retweet ★ Favorite ⋮ More

## Post-Event Survey Results

Approximately 10% 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. 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. Additional comments included: “Overall, everything was excellent.”; “Well organized. Glad I attended and definitely worth the time.”; ‘Thanks for your time and hard work!’; “Appreciate the time and effort that went into this very informative program.”; and “I would have liked to have a bit more background on Energy 2030 and its activities nationwide and in other "tour stop" cities/areas.” None of the respondents are currently participating as Alliance Associate members but five out of ten now are interested in becoming members.

## Next Steps

Meetings and discussions with key organizers, speakers and participants from the various meetings and briefing in Las Vegas and the state of Nevada are continuing with a goal of securing firm commitments from city and state officials to join the Energy 2030 pledge campaign and support the goal of doubling energy productivity by 2030.

Once commitments have been made and publicly announced, the Alliance will empower and provide appropriate assistance and support – as requested – to local stakeholders as they craft plans and/or advocacy efforts to advance the goal.