

December 12, 2013

Mr. Robert Weisenmiller, Ph.D  
Chair, California Energy Commission  
1516 Ninth Street, MS-33  
Sacramento, CA 95814



Dear Commissioner,

The Alliance to Save Energy (Alliance) congratulates the California Energy Commission (CEC) as it embarks on the development of guidelines for Prop 39, which promotes energy efficiency in California schools while advancing green workforce development. The Commission has undertaken an historic challenge that will help define our state's energy future, and serve as a model for the rest of the country.

In light of this huge generational opportunity, we the undersigned groups, including the Alliance to Save Energy, believe that it is critical for the CEC to recognize the role that behavior change plays in meeting energy efficiency goals. Behavior programs are a cost-effective way to maximize the return on Local Education Agencies' (LEAs) efficiency investments, prepare the next generation of green professionals, and create a lasting legacy of efficiency in California. We therefore ask that the Commission include behavior change programs in the *Guidelines for the California Clean Energy Job Act*.

Energy efficiency and renewable energy retrofits reach their long term potential savings only with proper maintenance, tracking performance, and an understanding of the role that building occupants – teachers, students and staff – have in reducing energy waste. By using their schools as learning laboratories, students can diagnose opportunities for savings and influence the school community to make those behavior changes. In this way, LEAs will be able to capture and sustain much greater savings than through capital improvements alone.

We understand that behavior programs are not as well established as retrofit programs and present new challenges to evaluate and measure. These challenges, however, should not be addressed by simply avoiding the opportunity. We suggest instead that the Commission work to establish guidelines for verifying and measuring energy savings from behavior change, which could expand the adoption of best practices across the state and serve as a model for the rest of the country. We offer our assistance to help develop guidelines for the Clean Energy Job Creation Fund that would achieve this goal.

In crafting these guidelines, the CEC has the opportunity to not only promote energy efficiency in buildings, but also to build a culture of energy efficiency among California's young people. Prop 39 offers a unique chance to build a deep understanding of the value of energy efficiency in the next generation of consumers, employees, voters and leaders. By including educational behavior change programs, the legacy this funding could create would last longer and have a more profound impact on how energy is used in the future than any of the improvements on schools' physical plants.

Lastly, students are still in the process of forming their values and habits. Learned and applied energy efficiency behaviors at school and home are carried into their adult lives. As our students look ahead to their futures, energy efficiency programs can introduce them to the educational and professional pathways that lead to sustainable careers. And students are often more powerful agents of change than adults.

*Received 12/16/13*

Thank you in advance for your attention and consideration. We look forward to hearing from you in the near future.

Sincerely,

American Council for an Energy-Efficient Economy  
Alliance to Save Energy  
ASHRAE  
Big Ass Fans  
The Building Performance Institute  
Grundfos

cc: Commissioners, California Energy Commission

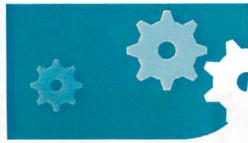
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## Why Energy Efficiency

Energy efficiency must be the first solution for achieving the world's environmental, economic and energy security goals. Not only is energy efficiency available now, but development and implementation of energy-efficient products, technologies and services:



SAVE CONSUMERS AND  
BUSINESSES MONEY



DRIVE INNOVATION AND  
PRODUCTIVITY



CREATE JOBS



SUPPORT A CLEANER  
ENVIRONMENT



REDUCE DEPENDENCE  
ON IMPORTED ENERGY

And most importantly, it does so without sacrifice — energy efficiency simply enables us to **do more while using less energy.**

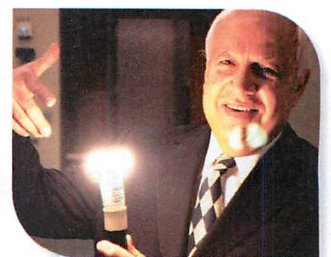
## Why the Alliance to Save Energy

35 years ago, a bi-partisan, non-profit coalition of business, government, environmental and consumer leaders was founded — and today it has become the leading voice of energy efficiency. The **Alliance to Save Energy** began in response to the OPEC Oil Embargo of 1977, when a republican, Senator Charles Percy, and a democrat, Senator Hubert Humphrey, came together with a singular mission: **to create an energy-efficient world.**

Three and a half decades later, the Alliance to Save Energy is still advocating for the efficient and clean use of energy worldwide to benefit the economy, the environment, and national security. To achieve this vision the Alliance:

- **Leads worldwide** energy efficiency initiatives in policy advocacy, research, education, technology deployment and communications that impact all sectors of the economy;
- **Provides vision** and activism through its Board of Directors, which includes leaders from business, government, the public interest sector and academia;
- **Initiates and participates** in public-private partnerships, collaborative efforts and strategic alliances to optimize resources and expand its sphere of influence; and
- **Executes** its mission through a team of recognized energy efficiency experts and professionals.

The Alliance is the sum of more than 140 Associates and a diverse and bi-partisan Board of Directors, led by our Honorary Chair Senator Mark Warner (D-VA) and our Industry Co-Chair Tom King, president of National Grid, working with an array of other foundations, organizations, partners and stakeholders. If you are not part of the Alliance, we encourage you to join us in realizing a world where our greatest energy resource is the energy we don't use.



## ALLIANCE ASSOCIATES PROGRAM

A key strength of the Alliance to Save Energy is our ability to bring diverse constituencies together to move the world toward a more energy-efficient, sustainable future. Our success is buoyed by an ever-growing roster of Associates, which includes diverse businesses, government, and nonprofit organizations that share in the Alliance's mission to advance energy efficiency. Together our voice is louder and our footprint stronger. In return for their generous support, Associates receive a host of benefits, including the opportunity to:



### LEAD

Drive legislation through the Policy & Programs Committee, which influences the Alliance's agenda. Cultivate partnerships and learn about global trends by participating on the International Committee. Recognize leaders in energy efficiency through the Dinner & Awards Committee, responsible for the annual *Stars of Energy Efficiency Awards*.



### EDUCATE

Attend Associate-only events, including Policy Perspectives seminars with government officials and Congressional Education Day briefings with Capitol Hill staff and Congressional members.



### ENGAGE

Participate in key Alliance-led task forces and collaborative partnerships, including the Building Energy Efficient Codes Network and the policy-focused Energy Efficiency Coalition.



### MEET

Gain access to, and network with, over 170 leading companies and organizations, as well as the Alliance's expert technical and policy staff.



### PROMOTE

Enjoy special consideration to speak at Alliance-hosted events, highlight your successes through the Alliance website, social media and publications, and drive traffic to your website.



### LEARN

Receive exclusive member publications, including Associate Insider, sharing the latest EE news and policy updates.

## Associate membership exists at five levels:

FOUNDER	PARTNER	PATRON	ALLY	MEMBER
\$25,000+	\$15,000	\$10,000	\$5,000	\$2,500
Elective; includes enhanced benefits	Companies generating over \$1 billion in annual revenue	Companies generating \$100 million to \$1 billion in annual revenue	Companies generating less than \$100 million in annual revenue	Nonprofit organizations, trade associations, government agencies & universities

Alliance Associates aren't just supporters of energy efficiency; they are our partners in advancing it. We invite your organization, whether big or small, to join the Alliance and help create an energy-efficient world now.

Please visit [ase.org/associates](http://ase.org/associates) for more information or to become an Associate today.

In addition to our robust Associates program, the Alliance's work focuses on advocacy, research and in program areas such as buildings, industry, utilities, international development and consumer awareness. Programs emphasize energy efficiency as the world's most abundant energy resource and the quickest, cleanest and cheapest way to extend energy supplies.

The Alliance receives funding for these programs from corporate contributions, as well as grants from foundations and government agencies. Executing these programs is a talented staff of more than 80 in Washington, D.C. and around the world, including economists, engineers, financial experts, public policy professionals and others with a wealth of private- and public-sector experience.



## POLICY & RESEARCH

Energy efficiency is a fundamental pillar of successful energy legislation, and that is why we help devise effective public policy and analyze energy-related legislation under consideration by the U.S. Congress. Our team of experts works to define a course of action for energy efficiency through policy formulation and analysis, policy advocacy and Congressional education.

*The Alliance worked with its Honorary Chair Senator Jeanne Shaheen (D-N.H.) and Senator Rob Portman (R-Ohio) on the introduction of the Energy Savings and Industrial Competitiveness Act of 2011 (ESICA). With an overwhelming bipartisan vote of 18-3, the Senate Energy Committee passed ESICA.*



## INTERNATIONAL

With a strategy that combines technical assistance, financing, policy, advocacy and information sharing, the Alliance facilitates energy efficiency programs and initiatives in dozens of developing and transitional countries across the globe. We work with governments at national and local levels to strengthen infrastructure and improve institutional capacity to implement legislation.

*Through a partnership with the U.S. Department of Energy, the Alliance brought 19 Chinese mayors and ministry officials to six eco-cities in Colorado and California. The trip was so successful that in December 2011, the Alliance accompanied a delegation of 18 American mayors and senior officials to Beijing, Tianjin and Langfang, China's most sustainable cities.*



## EDUCATION

Our PowerSave Schools and PowerSave Campus programs have led to millions of dollars in energy savings at K-12 schools and universities across the country. The Alliance empowers administrators and students with the knowledge and tools to reduce energy consumption in their institutions and carry that knowledge beyond the classroom.

*PowerSave Schools grew from fewer than 50 California schools in 2008 to more than 200 K-12 schools across eight states in 2010.*

*In 2010, the PowerSave Campus program helped colleges across the nation save \$485,000 in energy costs, over 3.8 million kwh of electricity, stop 2.5 million pounds of CO2 emissions, conserve 600,000 gallons of water, and save 4,800 therms of natural gas.*



## BUILDINGS

The Building Codes Assistance Project helps states and municipalities develop comprehensive energy code strategies that reduce energy use in the greatest consumer of energy — buildings — to achieve significant cost savings.

*In 2010, the Building Codes Assistance Project's grassroots advocacy efforts on code adoption nearly tripled the number of states that met or exceeded the national model building energy code — from seven states to 21 and 17, respectively — for commercial and residential buildings.*



## INDUSTRY & UTILITIES

Our industrial and utility-focused programs harness the power of public-private partnerships and coalitions to create comprehensive, effective strategies that support energy efficiency in appliance standards, utility programs and industrial operations.

*After years of successful implementation of the Alliance's Watergy program internationally, the Alliance developed the first domestic Watergy project at the Bucks County Water & Sewer Authority in Warrington, Pennsylvania.*



## SOUTHEAST ENERGY EFFICIENCY ALLIANCE (SEEA)

SEEA works with 11 states in the Southeast region to deploy energy efficiency in communities via strong regional programs, such as Worthwhile Investments Save Energy, and the Building Codes Program. The programs aim to reduce energy consumption of a region that comprises 36% of the population but accounts for 44% of the nation's total energy use.

*The SEEA Building Codes Program participated in the development of a new U.S. model energy code that will achieve a 30% boost in energy efficiency.*



## COMMUNICATIONS

Leveraging the Alliance's website ([www.ase.org](http://www.ase.org)), world-class publications and videos, and strong media relationships, the Alliance's communications promote energy efficiency to the consumers and businesses. The Alliance also partners with leading organizations and companies to advance energy efficiency through consumer education campaigns.

*The Alliance receives media coverage in at least 800 newspapers and magazines on an annual basis, in addition to hundreds of websites and blogs. TIME magazine counted the Alliance among the leading voices in energy efficiency its January 2009 issue.*



## EVENTS

The Alliance hosts four signature events — EE Global Forum, Evening with the Stars of Energy Efficiency Awards Dinner, and two Great Energy Efficiency Days — a year, in addition to its recurring Policy Perspectives and EE Noon series. Consistently ranked "best in class" by attendees, Alliance events gather diverse stakeholders, spark insights and opportunities, highlight energy efficiency leaders, and build awareness through dialogue, networking and education.

*EE Global is the premier global energy efficiency conference, bringing together hundreds of the field's top decision-makers, including business leaders, government officials and NGOs from over 40 countries, to discuss and plan for the future of energy efficiency. Occasionally called a crash Masters in energy efficiency, EE Global has become a can't-miss-event.*



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## 3M Company

A.O. Smith  
 Acuity Brands Lighting  
 Advanced Power Control, Inc.  
 AERCO International, Inc.  
 Air-Conditioning, Heating and Refrigeration Institute  
 Alliance for Sustainable Energy LLC/NREL  
 Alliance for Water Efficiency  
 American Chemistry Council  
 American Council for an Energy-Efficient Economy  
 American Council on Renewable Energy  
 American Gas Association  
 American Institute of Architects  
 American Lighting Association  
 American Public Power Association  
 American Public Transportation Association

## Andersen Corporation

Association of Energy Engineers  
 Association of Home Appliance Manufacturers  
 ASERTTI  
 ASHRAE  
 Austin Energy  
 Australian Alliance to Save Energy  
 BASF  
 Big Ass Fans

## Bonneville Power Administration

Brookhaven National Laboratory  
 BSH Home Appliances Corporation  
 Building Performance Institute, Inc.  
 California Energy Commission  
 CALMAC Manufacturing Corporation  
 Center for Energy Efficiency & Sustainability  
 Center for Environmental Innovation in Roofing

## Citigroup

CMC Energy Services  
 Collaborative for High Performance Schools  
 Conservation Services Group  
 Constellation Energy  
 Copper Development Association  
 Cree  
 Dallas/Fort Worth International Airport

## Danfoss

DirectTV  
 DTE Energy  
**Duke Energy**  
 Edison Electric Institute  
 Efficiency Valuation Organization  
 Electric Power Research Institute  
 E-Mon  
 EnerPath  
 European Alliance to Save Energy

## Exelon Corporation

GreenerU  
 Greenhouse Gas Management Institute  
 Grundfos  
 Guardian Industries  
 Habitat for Humanity International  
 Hannon Armstrong Sustainable Infrastructure Capital, Inc.  
 Heat is Power Association

## ICF International

Illuminating Engineering Society  
 InfoComm International

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Intelligent Energy Solutions, LLC  
 International Association of Lighting Designers  
 International Copper Association, Ltd.  
 International Emissions Trading Association  
 International Window Film Association

## Johns Manville

## Johnson Controls

Joint Center for Political and Economic Studies  
 Jupiter Oxygen Corporation  
 Kimberly-Clark Corporation

## Knauf Insulation

## KONE Inc.

Large Public Power Council  
 Lawrence Berkeley National Laboratory

## Legrand

## LG

Lime Energy Co.

## Lockheed Martin

Los Alamos County Department of Public Utilities

Los Angeles Department of Water & Power  
 Manulife Financial  
 Masco Corporation  
 Midwest Energy Efficiency Alliance  
 Multistack  
**Nalco, An Ecolab Company**  
 National Association for State Community Service Programs  
 National Association of Clean Water Agencies  
 National Association of State Energy Officials  
 National Association of Water Companies  
 National Electrical Manufacturers Association  
 National Fenestration Rating Council  
**National Grid USA**  
 National Insulation Association  
 National Rural Electric Cooperative Association  
 Net Zero Energy Home Coalition  
 Niagara Conservation  
**North American Insulation Manufacturers Association**  
 Northern California Power Agency  
 Northwest Energy Efficiency Alliance  
 Nuclear Energy Institute  
**NYSERDA**  
 Oak Ridge National Laboratory  
 OPOWER  
 Orion Energy Systems  
 OSRAM SYLVANIA  
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