



Executing the Concept for Responsible Stimulus

January 20, 2010



Making a Difference Together

Program for Energy Efficiency through Responsible Stimulus





Outline

1. **PEERS Impacts to Your State**
2. **PEERS-ARRA Stimulus Funding Concept**
3. **PEERS-ARRA Stimulus Financial and Environmental Impacts**
4. **What is PEERS?**
5. **What does PEERS mean to you?**
6. **How does PEERS align with stimulus policy?**
7. **A Call to Action**
8. **Next Steps in Execution**

Program for Energy Efficiency through Responsible Stimulus

Example - California State Benefits from a PEERS Concept ARRA Stimulus Allocation

(Look up your states figures on slides 2 and 3)

- \$4.02 Billion in Federal ARRA Funds deployed in California State for Energy Efficiency
- \$1.85 Billion in energy and operating cost reductions, focused on businesses which are currently not participating in ARRA stimulus funding.
- 19,968 Direct jobs, plus additional indirect jobs preserved or created by the energy savings.
- Reduced grid congestion.
- Significant Environmental Benefits

United States Benefits from a PEERS Concept ARRA Stimulus Allocation

- \$15.5 Billion in Federal ARRA Funds responsibly deployed and serving every key objective of the ARRA Stimulus Act
- \$7.2 Billion in energy and operating cost reductions, focused on businesses which are currently not participating in ARRA stimulus funding.
- 77,240 Direct jobs, plus additional indirect jobs preserved or created by the energy savings.
- Reduced grid congestion.
- Significant Environmental Benefits.



2 – PEERS/ARRA Funding Concept

State	2007 Baseline		2010			2011				2010/11		
	Estimated State and SBC Demand Side Incentives	Estimated State and SBC Demand Side Incentives	ARRA Stimulus PEERS Concept Match [1st Half]	ARRA Stimulus PEERS Concept Match [2nd Half]	ARRA Stimulus PEERS Concept Match [Total]	Estimated State and SBC Demand Side Incentives	ARRA Stimulus PEERS Concept Match [1st Half]	ARRA Stimulus PEERS Concept Match [2nd Half]	ARRA Stimulus PEERS Concept Match [Total]	Estimated State and SBC Demand Side Incentives	ARRA Stimulus PEERS Concept Match [Total]	Total State and ARRA Demand Side Incentives
Alabama	-	-	-	-	-	-	-	-	-	-	-	-
Alaska	-	-	-	-	-	-	-	-	-	-	-	-
Arizona	30,000,000	33,000,000	33,000,000	66,000,000	99,000,000	33,990,000	33,990,000	67,980,000	101,970,000	66,990,000	200,970,000	267,960,000
Arkansas	-	-	-	-	-	-	-	-	-	-	-	-
California	600,000,000	660,000,000	660,000,000	1,320,000,000	1,980,000,000	679,800,000	679,800,000	1,359,600,000	2,039,400,000	1,339,800,000	4,019,400,000	5,359,200,000
Colorado	30,000,000	33,000,000	33,000,000	66,000,000	99,000,000	33,990,000	33,990,000	67,980,000	101,970,000	66,990,000	200,970,000	267,960,000
Connecticut	100,000,000	110,000,000	110,000,000	220,000,000	330,000,000	113,300,000	113,300,000	226,600,000	339,900,000	223,300,000	669,900,000	893,200,000
Delaware	-	-	-	-	-	-	-	-	-	-	-	-
District of Columbia	-	-	-	-	-	-	-	-	-	-	-	-
Florida	-	-	-	-	-	-	-	-	-	-	-	-
Georgia	-	-	-	-	-	-	-	-	-	-	-	-
Hawaii	20,000,000	22,000,000	22,000,000	44,000,000	66,000,000	22,660,000	22,660,000	45,320,000	67,980,000	44,660,000	133,980,000	178,640,000
Idaho	25,000,000	27,500,000	27,500,000	55,000,000	82,500,000	28,325,000	28,325,000	56,650,000	84,975,000	55,825,000	167,475,000	223,300,000
Illinois	228,000,000	250,800,000	250,800,000	501,600,000	752,400,000	258,324,000	258,324,000	516,648,000	774,972,000	509,124,000	1,527,372,000	2,036,496,000
Indiana	-	-	-	-	-	-	-	-	-	-	-	-
Iowa	60,000,000	66,000,000	66,000,000	132,000,000	198,000,000	67,980,000	67,980,000	135,960,000	203,940,000	133,980,000	401,940,000	535,920,000
Kansas	-	-	-	-	-	-	-	-	-	-	-	-
Kentucky	5,900,000	6,490,000	6,490,000	12,980,000	19,470,000	6,684,700	6,684,700	13,369,400	20,054,100	13,174,700	39,524,100	52,698,800
Louisiana	-	-	-	-	-	-	-	-	-	-	-	-
Maine	17,000,000	18,700,000	18,700,000	37,400,000	56,100,000	19,261,000	19,261,000	38,522,000	57,783,000	37,961,000	113,883,000	151,844,000
Maryland	-	-	-	-	-	-	-	-	-	-	-	-
Massachusetts	150,000,000	165,000,000	165,000,000	330,000,000	495,000,000	169,950,000	169,950,000	339,900,000	509,850,000	334,950,000	1,004,850,000	1,339,800,000
Michigan	20,000,000	22,000,000	22,000,000	44,000,000	66,000,000	22,660,000	22,660,000	45,320,000	67,980,000	44,660,000	133,980,000	178,640,000
Minnesota	90,000,000	99,000,000	99,000,000	198,000,000	297,000,000	101,970,000	101,970,000	203,940,000	305,910,000	200,970,000	602,910,000	803,880,000
Mississippi	-	-	-	-	-	-	-	-	-	-	-	-
Missouri	-	-	-	-	-	-	-	-	-	-	-	-
Montana	20,000,000	22,000,000	22,000,000	44,000,000	66,000,000	22,660,000	22,660,000	45,320,000	67,980,000	44,660,000	133,980,000	178,640,000
Nebraska	-	-	-	-	-	-	-	-	-	-	-	-
Nevada	30,000,000	33,000,000	33,000,000	66,000,000	99,000,000	33,990,000	33,990,000	67,980,000	101,970,000	66,990,000	200,970,000	267,960,000
New Hampshire	20,000,000	22,000,000	22,000,000	44,000,000	66,000,000	22,660,000	22,660,000	45,320,000	67,980,000	44,660,000	133,980,000	178,640,000
New Jersey	150,000,000	165,000,000	165,000,000	330,000,000	495,000,000	169,950,000	169,950,000	339,900,000	509,850,000	334,950,000	1,004,850,000	1,339,800,000
New Mexico	-	-	-	-	-	-	-	-	-	-	-	-
New York	250,000,000	275,000,000	275,000,000	550,000,000	825,000,000	283,250,000	283,250,000	566,500,000	849,750,000	558,250,000	1,674,750,000	2,233,000,000
North Carolina	-	-	-	-	-	-	-	-	-	-	-	-
North Dakota	-	-	-	-	-	-	-	-	-	-	-	-
Ohio	-	-	-	-	-	-	-	-	-	-	-	-
Oklahoma	-	-	-	-	-	-	-	-	-	-	-	-
Oregon	87,000,000	95,700,000	95,700,000	191,400,000	287,100,000	98,571,000	98,571,000	197,142,000	295,713,000	194,271,000	582,813,000	777,084,000
Pennsylvania	-	-	-	-	-	-	-	-	-	-	-	-
Rhode Island	20,000,000	22,000,000	22,000,000	44,000,000	66,000,000	22,660,000	22,660,000	45,320,000	67,980,000	44,660,000	133,980,000	178,640,000
South Carolina	-	-	-	-	-	-	-	-	-	-	-	-
South Dakota	-	-	-	-	-	-	-	-	-	-	-	-
Tennessee	-	-	-	-	-	-	-	-	-	-	-	-
Texas	80,000,000	88,000,000	88,000,000	176,000,000	264,000,000	90,640,000	90,640,000	181,280,000	271,920,000	178,640,000	535,920,000	714,560,000
Utah	30,000,000	33,000,000	33,000,000	66,000,000	99,000,000	33,990,000	33,990,000	67,980,000	101,970,000	66,990,000	200,970,000	267,960,000
Vermont	30,000,000	33,000,000	33,000,000	66,000,000	99,000,000	33,990,000	33,990,000	67,980,000	101,970,000	66,990,000	200,970,000	267,960,000
Virginia	-	-	-	-	-	-	-	-	-	-	-	-
Washington	118,000,000	129,800,000	129,800,000	259,600,000	389,400,000	133,694,000	133,694,000	267,388,000	401,082,000	263,494,000	790,482,000	1,053,976,000
West Virginia	-	-	-	-	-	-	-	-	-	-	-	-
Wisconsin	110,000,000	121,000,000	121,000,000	242,000,000	363,000,000	124,630,000	124,630,000	249,260,000	373,890,000	245,630,000	736,890,000	982,520,000
Wyoming	-	-	-	-	-	-	-	-	-	-	-	-
Total	2,320,900,000	2,552,990,000	2,552,990,000	5,105,980,000	7,658,970,000	2,629,579,700	2,629,579,700	5,259,159,400	7,888,739,100	5,182,569,700	15,547,709,100	20,730,278,800

3 – PEERS/ARRA Impacts

State	2010/2011 - Demand Side Incentives			2010/2011 - Economic Impacts [ARRA]					2010/2011 Grid Impacts [ARRA]		2010/2011 Environmental Impacts [ARRA]		
	Estimated State and SBC Demand Side Incentives [\$]	ARRA Stimulus PEERS Concept Match [\$]	Total State and ARRA Demand Side Incentives [\$]	Additional Turnkey Project Construction Created [\$]	Additional Direct Project Job Creation [Ea]	Additional Indirect Project Job Creation [Ea]	Additional Operating Cost Reductions [\$]	Economic Impact of Cost Reductions [\$]	Additional Electricity Demand Reduction [kW]	Additional Electricity Usage Reduction [kWh]	Additional CO2 Emissions Reduction [lbs]	Equivalent Autos Removed from Road [Ea]	Equivalent Forrest Saved [Acres]
Alabama	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Alaska	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Arizona	66,990,000	200,970,000	267,960,000	223,300,000	998	TBD	92,435,482	TBD	200,077	800,307,200	1,096,420,864	169,386	6,340
Arkansas	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
California	1,339,800,000	4,019,400,000	5,359,200,000	4,466,000,000	19,968	TBD	1,848,709,632	TBD	4,001,536	16,006,144,000	21,928,417,280	3,387,716	126,801
Colorado	66,990,000	200,970,000	267,960,000	223,300,000	998	TBD	92,435,482	TBD	200,077	800,307,200	1,096,420,864	169,386	6,340
Connecticut	223,300,000	669,900,000	893,200,000	744,333,333	3,328	TBD	308,118,272	TBD	666,923	2,667,690,667	3,654,736,213	564,619	21,133
Delaware	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Dist of Columbia	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Florida	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Georgia	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Hawaii	44,660,000	133,980,000	178,640,000	148,866,667	666	TBD	61,623,654	TBD	133,385	533,538,133	730,947,243	112,924	4,227
Idaho	55,825,000	167,475,000	223,300,000	186,083,333	832	TBD	77,029,568	TBD	166,731	666,922,667	913,684,053	141,155	5,283
Illinois	509,124,000	1,527,372,000	2,036,496,000	1,697,080,000	7,588	TBD	702,509,660	TBD	1,520,584	6,082,334,720	8,332,798,566	1,287,332	48,184
Indiana	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Iowa	133,980,000	401,940,000	535,920,000	446,600,000	1,997	TBD	184,870,963	TBD	400,154	1,600,614,400	2,192,841,728	338,772	12,680
Kansas	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Kentucky	13,174,700	39,524,100	52,698,800	43,915,667	196	TBD	18,178,978	TBD	39,348	157,393,749	215,629,437	33,313	1,247
Louisiana	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Maine	37,961,000	113,883,000	151,844,000	126,536,667	566	TBD	52,380,106	TBD	113,377	453,507,413	621,305,156	95,985	3,593
Maryland	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Massachusetts	334,950,000	1,004,850,000	1,339,800,000	1,116,500,000	4,992	TBD	462,177,408	TBD	1,000,384	4,001,536,000	5,482,104,320	846,929	31,700
Michigan	44,660,000	133,980,000	178,640,000	148,866,667	666	TBD	61,623,654	TBD	133,385	533,538,133	730,947,243	112,924	4,227
Minnesota	200,970,000	602,910,000	803,880,000	669,900,000	2,995	TBD	277,306,443	TBD	600,230	2,400,921,600	3,289,262,592	508,157	19,020
Mississippi	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Missouri	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Montana	44,660,000	133,980,000	178,640,000	148,866,667	666	TBD	61,623,654	TBD	133,385	533,538,133	730,947,243	112,924	4,227
Nebraska	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Nevada	66,990,000	200,970,000	267,960,000	223,300,000	998	TBD	92,435,482	TBD	200,077	800,307,200	1,096,420,864	169,386	6,340
New Hampshire	44,660,000	133,980,000	178,640,000	148,866,667	666	TBD	61,623,654	TBD	133,385	533,538,133	730,947,243	112,924	4,227
New Jersey	334,950,000	1,004,850,000	1,339,800,000	1,116,500,000	4,992	TBD	462,177,408	TBD	1,000,384	4,001,536,000	5,482,104,320	846,929	31,700
New Mexico	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
New York	558,250,000	1,674,750,000	2,233,000,000	1,860,833,333	8,320	TBD	770,295,680	TBD	1,667,307	6,669,226,667	9,136,840,533	1,411,548	52,834
North Carolina	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
North Dakota	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Ohio	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Oklahoma	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Oregon	194,271,000	582,813,000	777,084,000	647,570,000	2,895	TBD	268,062,897	TBD	580,223	2,320,890,880	3,179,620,506	491,219	18,386
Pennsylvania	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Rhode Island	44,660,000	133,980,000	178,640,000	148,866,667	666	TBD	61,623,654	TBD	133,385	533,538,133	730,947,243	112,924	4,227
South Carolina	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
South Dakota	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Tennessee	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Texas	178,640,000	535,920,000	714,560,000	595,466,667	2,662	TBD	246,494,618	TBD	533,538	2,134,152,533	2,923,788,971	451,696	16,907
Utah	66,990,000	200,970,000	267,960,000	223,300,000	998	TBD	92,435,482	TBD	200,077	800,307,200	1,096,420,864	169,386	6,340
Vermont	66,990,000	200,970,000	267,960,000	223,300,000	998	TBD	92,435,482	TBD	200,077	800,307,200	1,096,420,864	169,386	6,340
Virginia	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Washington	263,494,000	790,482,000	1,053,976,000	878,313,333	3,927	TBD	363,579,561	TBD	786,969	3,147,874,987	4,312,588,732	666,251	24,937
West Virginia	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Wisconsin	245,630,000	736,890,000	982,520,000	818,766,667	3,661	TBD	338,930,095	TBD	733,615	2,934,459,733	4,020,209,835	621,081	23,247
Wyoming	-	-	-	-	-	TBD	-	TBD	-	-	-	-	-
Total	5,182,569,700	15,547,709,100	20,730,278,800	17,275,232,333	77,240	TBD	7,151,116,975	TBD	15,478,608	61,914,432,683	84,822,772,775	13,104,252	490,486

PEERS is a grassroots non-profit effort, led by NALMCO which represents a coalition of industry and environmental non-profit organizations, business leaders, public leaders, and individual concerned citizens. These constituents share the objective to secure a \$16 billion ARRA stimulus allocation.

The PEERS stimulus allocation will flow through existing public utility energy efficiency incentive programs in the form of matching funds. As a result of the PEERS allocation, there will be a dramatic increase in energy efficiency project implementations.

PEERS = Program for Energy Efficiency through Responsible Stimulus.

ARRA = American Recovery and Reinvestment Act

www.peers-alliance.org

www.nalmco.org

5 – What does PEERS mean to you?

- **Building Owners and/or Occupiers:** It provides a simple means for you directly utilize and benefit from ARRA stimulus funds.
- **Government:** It provides a conduit to responsibly deploy stimulus funds through existing public utility incentive programs. These proven programs provide a responsible platform that can immediately deliver stimulus funds to shovel ready energy efficiency projects.
- **The Public:** Receives the economic, environmental and grid benefits associated with the energy efficiency projects created, the opportunity to directly participate in the stimulus funds, and the satisfaction of witnessing responsible use of their tax dollars.
- **Energy Efficiency Industry:** The PEERS effort represents opportunity to provide leadership in creating the PEERS stimulus allocation, which will create jobs in the energy efficiency industry, benefit our clients, as well as the public, while furthering the public goals of the American Recovery and Reinvestment Act.

6 – How PEERS Aligns with Stimulus Policy

At the contemplated funding level of \$16 Billion Dollars for the two year program it is estimated that PEERS will...

- 1) **Stimulate the Economy:** PEERS would double existing utility managed incentive levels and revitalize the private businesses that participate by creating a minimum of \$3.6 billion in additional annual energy savings. These savings would then ripple through the economy as they are reported in the form of increased profits and reinvested in the participating businesses.
- 2) **Create Jobs:** PEERS would create an estimated 77,240 direct project jobs for these shovel ready projects, this includes jobs to design, engineer, install, and manufacture the energy efficient equipment used in the projects. In addition to these new jobs the energy and operating cost savings related to the projects would preserve many existing jobs.
- 3) **Immediate and Shovel Ready:** The state incentive programs that are the vehicle to distribute the PEERS allocation are operating as we speak, with oversight is in place through each state Public Utilities Commission. In 2007, demand side programs in 24 states distributed \$2.3 Billion dollars in energy efficiency incentives, funded by ratepayers, to private businesses and public entities.
- 4) **Responsible Deployment, No Waste:** PEERS funds would flow through proven state energy efficiency programs, administered by Utilities and/or overseen by State PUC's to guarantee our tax dollars are responsibly managed.

7 – How PEERS Aligns with Stimulus Policy

At the contemplated funding level of \$16 Billion Dollars for the two year program it is estimated that PEERS will...

- 5) **Environment:** PEERS would introduce at minimum a permanent reduction of 85 Billion pounds of CO2 emissions annually.
- 6) **Energy Independence:** These emissions reductions would reduce the need for foreign oil by 141 Million barrels of oil annually.
- 7) **Carbon Credits:** Carbon Credits related to the projects would become the property of the taxpayers, creating a substantial future economic benefit upon the establishment of a cap and trade liquid market for emissions credits.
- 8) **True Public and Private Partnership:** The \$16 Billion dollar initial PEERS allocation would fund the enhanced incentive programs for two years. The allocation would flow through as a dollar match, and then extension of, incentive programs funded by ratepayers. Ratepayers currently fund these programs in the form of Systems Benefit Charges (SBC) and Public Goods Charges (PGC) collected as line items on their monthly utility invoices.

Sound Too Good to Be True?

- **It Can Happen:** Because the concept of utilizing existing energy efficiency programs as a conduit for stimulus funds makes so much sense, and is so executable, many would think it would have little or no chance of being funded by taxpayer dollars. We can prove them wrong.
- **Get Involved:** You can be part of a grassroots effort to support the concept by signing on as a Peers supporter, by using your personal and business network to create public discussion of the concept, and by bring PEERS to the attention of your Industry Trade Lobby, your Congressperson, Senator, and State Governor.
- The PEERS Alliance will provide the tools and documentation to allow you to lobby your elected officials.
- **Don't believe it?** Read the Hewlett Foundation report “California’s Secret Energy Surplus: The Potential for Energy Efficiency” Prepared by XENERGY Inc. September 23, 2002. This study perfectly articulates the case for more aggressive energy efficiency incentive policy. PEERS has commissioned a follow up to the Hewlett study which will build upon the initial conclusions and demonstrate the economic and environmental benefits associated with a PEERS ARRA allocation.
- You can download the Hewlett report at www.peers-alliance.org

What PEERS Will Do

- Provide a non-profit backbone, infrastructure, and web presence to lead the effort to create public conversation.
- Through independent academic study, PEERS will further develop and quantify the benefits related to the PEERS ARRA Stimulus allocation.
- Provide support materials for your personal efforts in lobbying elected officials.
- Enlist the support of additional industry trade associations, public leaders, and private business leaders.
- Work diligently to generate public discussion and publicity for the concept.
- Work diligently to illustrate the simple path to deployment.
- Raise and responsibly deploy the funds required to successfully lobby for the allocation.

What You Can Do

- Contribute to PEERS. The financial support of our industry is required to execute and secure the PEERS allocation.
- Place a PEERS link on your website.
- Use Your Network. Your personal and business network can be an invaluable resource to the PEERS effort.
- Lobby Your Elected Officials. Use the materials PEERS will provide to send letters and e-mails to your elected officials.
- If you are an elected official, invest the time to understand the PEERS concept, and if you agree, use your position to make the PEERS ARRA Stimulus concept a reality.
- Contact NALMCO, attention: PEERS Committee Chairman at www.peers-alliance.org for more information.



**Thank you for your
time and
consideration.**

**We hope that you
will join our effort to
make the PEERS
concept a reality.**



Making a Difference Together

Program for Energy Efficiency through Responsible Stimulus

