



PEERS and NALMCO

Executing the Concept for Responsible Stimulus

May 6, 2009



Making a Difference Together

Program for Energy Efficiency through Responsible Stimulus





Executing the Concept for Responsible Stimulus

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Program for Energy Efficiency through Responsible Stimulus

PEERS is a grassroots non-profit effort, led by NALMCO (www.nalmco.org), 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

2 – 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.



3 – 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 a minimum of 24,700 direct project jobs for these shovel ready projects, with an additional 18,525 domestic jobs related producing the energy efficient equipment and project engineering. In addition to these new jobs the energy and operating cost reductions 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.

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- 5) Environment:** PEERS would introduce at minimum a permanent reduction of 39 Billion pounds of CO2 emissions annually.
- 6) Energy Independence:** These emissions reductions would reduce the need for foreign oil by 65 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.nalmco.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.
- Contact NALMCO, attention: PEERS Committee Chairman at www.NALMCO.org for more information.



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