



C A N A D I A N

Energy Efficiency Alliance

Alberta Energy Efficiency Conference

Role of Energy Efficiency for Affordability

Presented by

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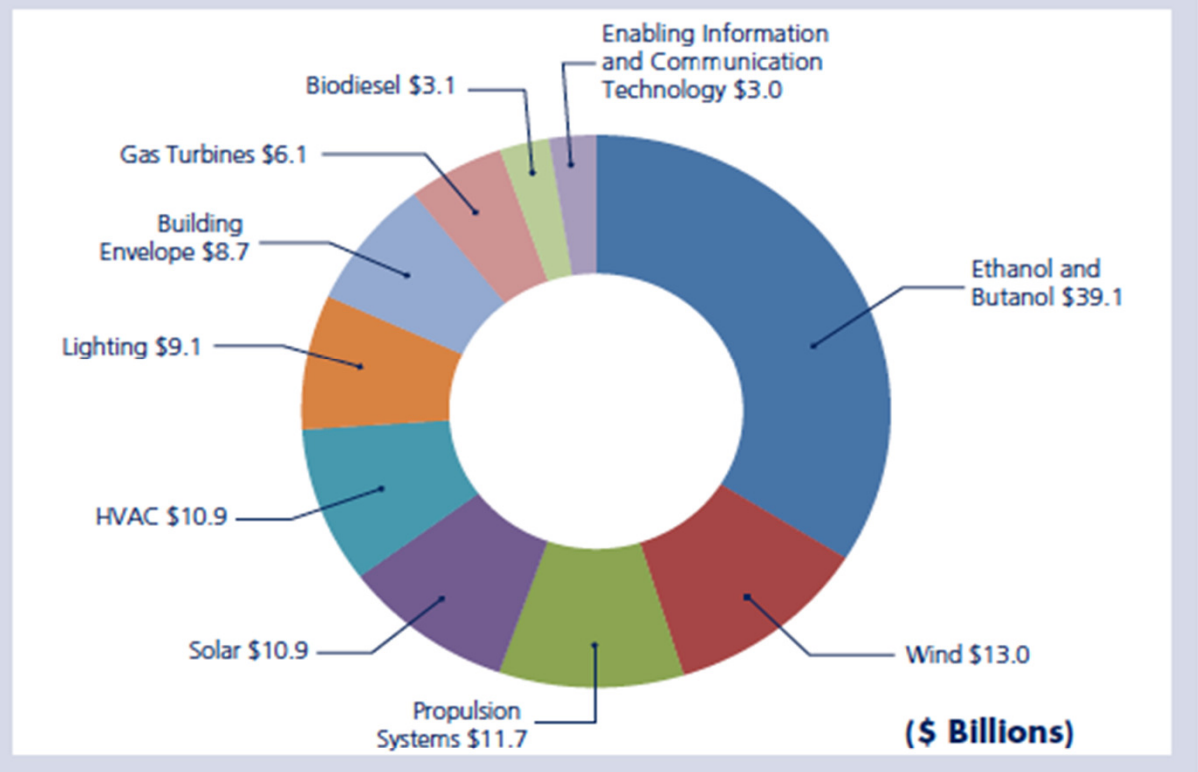
Overview

- ✓ Value proposition for Energy Efficiency
- ✓ Public opinion on Energy Efficiency
 - CEEA 2013 Survey
- ✓ Provincial Policy Options
- ✓ Job creation and economic development benefits
 - Pacific Coast Collaborative (PCC) targets
- ✓ Federal Tax Policy Initiative
- ✓ Role of CEEA



Market Opportunity

Top 10 Advanced Energy Subsegments by Revenue, United States: 2011



Source: Pike Research, a Part of Navigant's Energy Practice



Value Proposition for Energy Efficiency

BENEFITS

- ✓ Provides financial dividends to consumers through reduced energy costs and paybacks over and above higher capital costs
- ✓ Delays and/or reduces capital replacement costs for some equipment in buildings
- ✓ Improves building occupant comfort and health



Value Proposition for Energy Efficiency

BENEFITS

- ✓ Reduces noise transmission / improved acoustics
- ✓ Lowers ecological footprint
- ✓ Increases property resale value
- ✓ Creates jobs and supports economic development
- ✓ Improves productivity and competitiveness for business



Public Opinion - CEEA Commissioned Gandalf Research

- ✓ More than half of Canadians (58 per cent) said they are doing some things to conserve energy, but will likely do more.
- ✓ Just over one third of Canadians said they have done a great deal to conserve energy in the last year. (They're strong conservers.)



Public Opinion - CEEA Commissioned Gandalf Research

- ✓ When asked what the benefits of conserving their energy would be, 86 per cent of Canadians said saving money; 49 per cent said helping the environment.

However, environmental concern – being motivated to make changes for the environment – is strongly associated with conservation efforts.



Public Opinion - CEEA Commissioned Gandalf Research

- ✓ One third of Canadians said they haven't done more to conserve energy because of cost.
- ✓ Only one quarter of Canadians have had an energy audit done, or participated in a rebate program.
- ✓ Few Canadians are able to reduce their reliance on the car, despite the obvious benefit they see.
- ✓ 81 per cent of Canadians said that developing technologies that reduce energy consumption is very important.



Public Opinion – CEEA in 2014

- ✓ **2014 SURVEY** - A snapshot of a range of companies in the business community and their take on Energy Efficiency in Canada's residential/commercial and multi-dwelling buildings.



Policy Options

- ✓ Fiscal policy
 - Tax credits / exemptions
- ✓ Regulations
 - Building codes
 - Equipment/product standards
 - Energy reporting and “benchmarking”
- ✓ Financing
- ✓ Government leadership
- ✓ Utility DSM policy
- ✓ Research & development, commercialization, deployment
- ✓ Government programs



Examples and Best Practices

✓ Fiscal policy

- Oregon Residential Energy Tax Credits
- Montana Income Tax Credit for making homes more energy efficient



Examples and Best Practices

✓ Regulations

- BC Building Code: ASHRAE 90.1 (2010), EnerGuide 80, National Energy Code for Buildings (2011)
- Oregon SB692 (2013) relating to minimum energy efficiency standards – TVs, battery chargers, effective Jan 1, 2014
- Washington SB5854 (2009-10) energy reporting in ENERGY STAR® Portfolio Manager
- Montana Code 50-60-803 Energy Labelling Sticker



Examples and Best Practices

✓ Financing

- *BC Clean Energy Act* on-bill “improvement financing”
- Alaska Energy Efficiency Revolving Loan Program (public sector buildings), Alternative Energy Conservation Loan (commercial) and Alaska Housing Finance Corporation
- Idaho State Energy Loan Program



Examples and Best Practices

✓ Utility DSM policy

- Washington State Energy Independence Act (2006) – utilities to undertake all cost-effective conservation
- BC Demand-Side Measures Regulation (2010) – Modified Total Resource Cost (TRC) financial test
- Oregon Governor's 10 Year Energy Action Plan (2012)
- 6th Northwest Power Plan (2010)



Examples and Best Practices

- ✓ Government leadership
 - BC Carbon Neutral Government and Climate Action Charter
 - Alberta Infrastructure – energy standard for public sector operations; reporting of energy consumption; building retrofits
- ✓ Research & development, commercialization, deployment
 - University of Idaho Integrated Design Lab in Boise
 - Northwest Energy Efficiency Alliance

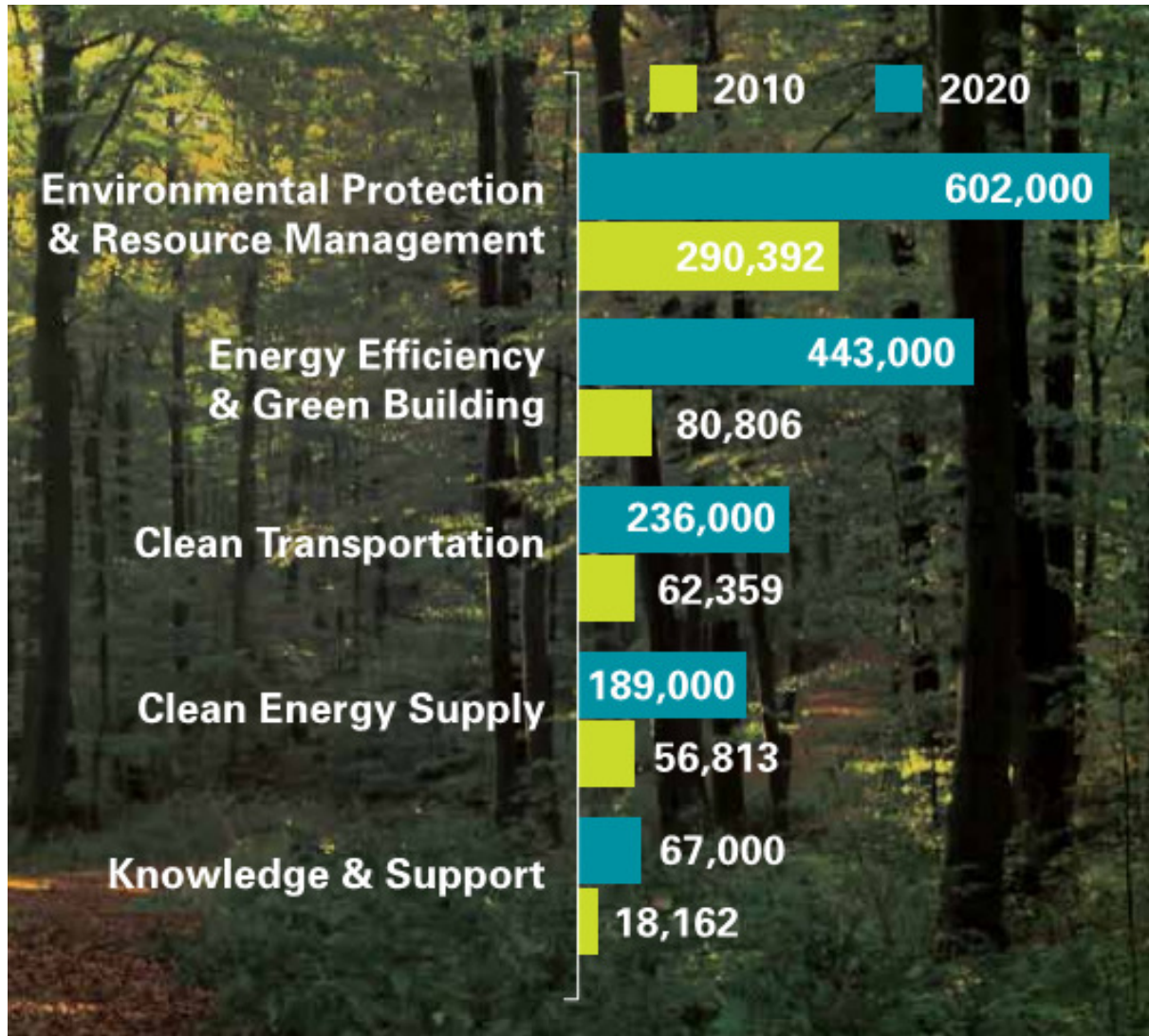


Examples and Best Practices

- ✓ Government programs
 - Alaska Housing Finance Corporation
 - “Good Energy Rebate” – Yukon Energy Solutions Centre
 - NWT – Arctic Energy Alliance programs



Pacific Coast Collaborative – Job Targets



Pacific Coast Collaborative Case Study

- ✓ PCC: Founded in 2008 – Alaska to California
- ✓ 2010 Action Plan on Innovation, Environment & Economy
- ✓ 2012 West Coast Action Plan on Jobs
- ✓ 2013 Action Plan on Climate and Energy



CEEA Federal Tax Policy Initiative

- ✓ Striving for legacy support - something that Canadian businesses and consumers can embrace now and well into the future.
- ✓ Sustainable mechanisms such as tax policies, product standards under the *Energy Efficiency Acts (Federal and Provincial)* and energy codes for buildings and management system standards for the industry.



Role of CEEA in supporting Alberta

- ✓ Market research
 - CEEA 2014 Survey
- ✓ Engagement of the private sector in supporting Alberta's efforts
 - Mobilizing CEEA's Alberta members
- ✓ Providing information on policy best practices
 - Andrew Pape-Salmon, Vice-Chair CEEA BOD
- ✓ Advancing Federal Policy
 - CEEA's first annual Lobby Day



Questions or Comments?



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