

Our 1st energy resource!

Energy Efficiency is America's greatest indigenous energy resource. Over the past 30 years, studies show that Energy Efficiency is now displacing the need for 40 Quads of energy each year. This means that Energy Efficiency is our country's greatest energy resource—contributing more than coal, nuclear, and even oil to meeting our country's demand for energy. Imagine what energy prices would be like if the U.S., which represents approximately 25% of the world's energy use, consumed at this higher level.

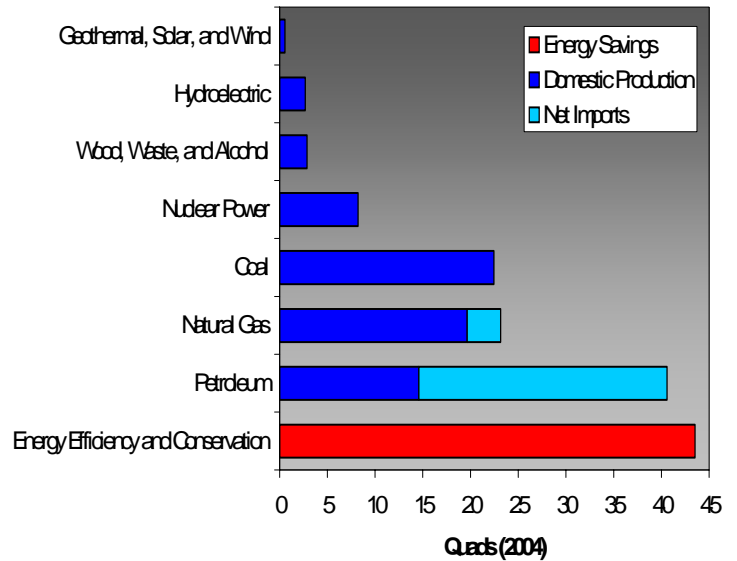
Question: What should be Ohio's first choice for supplying the growing demand for energy?

- Start planning a new base-load power plant, with estimated generation costs of *at least* 6¢/kWh?
- Immediately start helping consumers upgrade to more efficient technologies, at approximately 3¢/kWh?

Answer: b. Energy Efficiency



Energy Efficiency.
 It's the ultimate in reliable, affordable, and environmentally sound energy for Ohio's future.



Source: Alliance to Save Energy

Energy Efficiency. It saves more than energy.

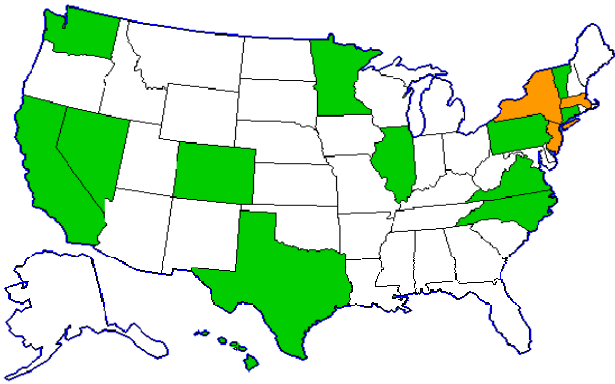
Want to get the most bang for every Ohioan's energy buck?

Energy Efficiency harnesses the power of technology to squeeze the most value out of every kilowatt.

Energy Efficiency:

- Powers our homes, schools, and offices on less energy
- Saves customers money
- Strengthens our economy
- Grows new jobs & increase profits
- Reduces our dependence on imported energy
- Reduces harmful emissions
- Keeps more dollars in Ohio

Energy Efficiency. The quickest, easiest, and cheapest energy option.



Energy Efficiency Standards are mainstream policy—at least 12 states have enacted a standard and three more are considering one.



Energy Efficiency spreads investment and jobs throughout Ohio. Workers prepare to install insulation made in Newark, OH, while a worker connects wiring to a high-efficiency washing machine motor in Clyde, OH.



From homeowners using Energy-Star rated washing machines manufactured in Clyde, OH to large commercial customers upgrading to high-efficiency kitchen ventilation systems made in Milford, OH, homeowners and businesses across the nation are saving energy and money—and helping Ohio jobs.

6 Reasons to pass an **EFFECTIVE** Energy Efficiency Standard:

1. **Energy Efficiency is the quickest, easiest, and most secure way to extend our energy supplies. It also is the *cheapest* energy option—cheaper than building new power generation.**
2. **Energy Efficiency is a proven money saver. In 2006, Vermont consumers paid 3.7¢/kWh for efficiency—two thirds less than utilities would have paid for a comparable electric supply.**
3. **Investing in Energy Efficiency grows jobs. Efficiency creates an estimated 21.5 jobs for every \$1 million invested, making it far more labor intensive than power generation.**
4. **Ohio sends \$19 billion out of state each year to import energy—dollars that could be invested in Ohio-made efficiency technology.**
5. **Ohio is way behind in Energy Efficiency, investing well below average, per capita.**
6. **Ohio will not fully tap these benefits without a strong Energy Efficiency Standard—too many market, customer, and utility barriers exist.**

6 Ways to make SB 221's Energy Efficiency Standard **EFFECTIVE**:

1. **Tie the Energy Efficiency Standard to actual energy sales, not growth in demand.**
2. **Set periodic benchmarks to assure that utility companies are meeting interim goals, starting out slow, then building over time.**
3. **Raise the Energy Efficiency Standard to a more aggressive level. As proposed, S.B. 221 will yield only 5% savings, weakest in the US.**
4. **Require the PUCO to set evaluation rules, cost-effectiveness rules, and rules for non-compliance.**
5. **Consider incentives for early or over-achievement.**
6. **Maximize the Energy Efficiency Standard by keeping it separate from the Renewable Energy and Advanced Energy standards.**

Presented by the Ohio Environmental Council to the Ohio House Public Utilities Committee, January 30, 2008, Statehouse, Columbus, Ohio.

Sources: USDFOE; American Council for an Energy Efficient Economy; Alliance to Save Energy; Ohio Consumers' Counsel; Apollo Alliance