

Energy Efficiency: States' First Fuel in the Race for a Clean and Secure Energy Future

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Why efficiency is the “First Fuel” for states:

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- Efficiency provides relief against rising energy prices
 - Efficiency can forestall capacity shortages
 - Efficiency is the cheapest down payment on carbon emissions control
 - Efficiency is an economic development winner
 - Efficiency is a renewable resource, available reliably, quickly, and in quantity

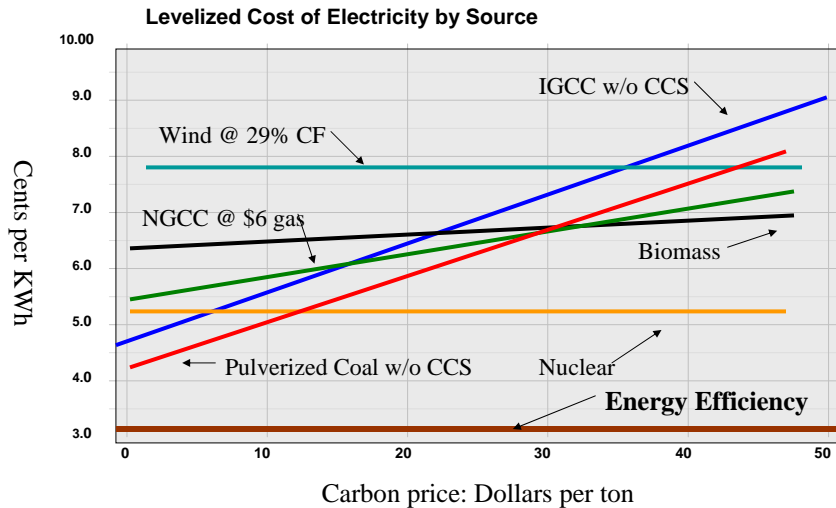


Why are States Leading with Efficiency?

- It's the only resource available in *EVERY STATE*
- Most conventional energy dollars go out of state—more of the efficiency dollar *STAYS HOME*
- It's something you can do *NOW*
- It makes state leaders good “**portfolio managers**” (even in coal states)



The Cheapest kWh

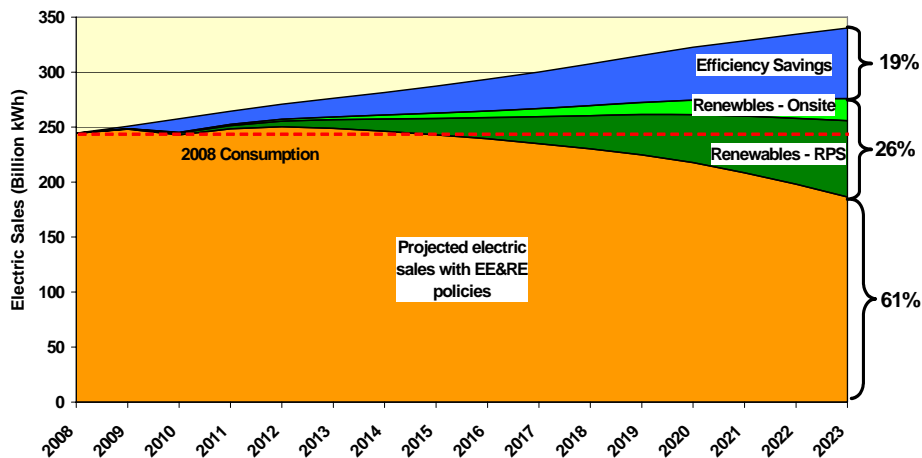


Efficiency: a Renewable Resource

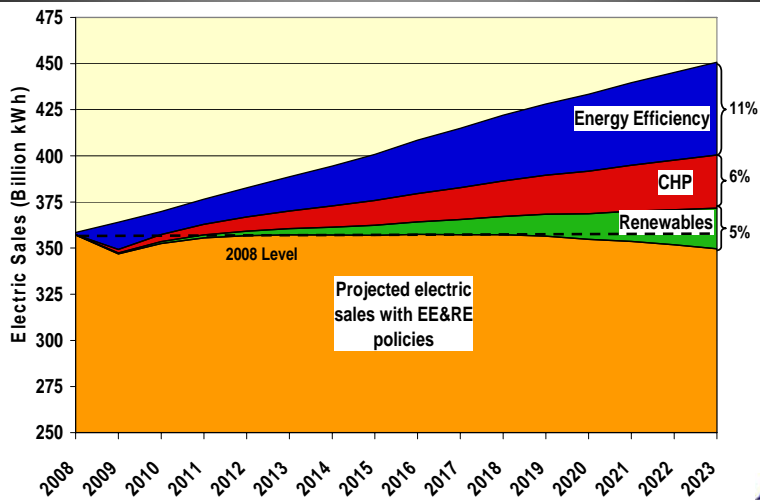
- In the beginning, there was...not much
- Today, we have efficient technologies in all end-use sectors
- Efficiency potential studies show we can cut demand growth by more than half
- Efficiency potentials stay high; new technologies and cost drops keep “refilling the well”



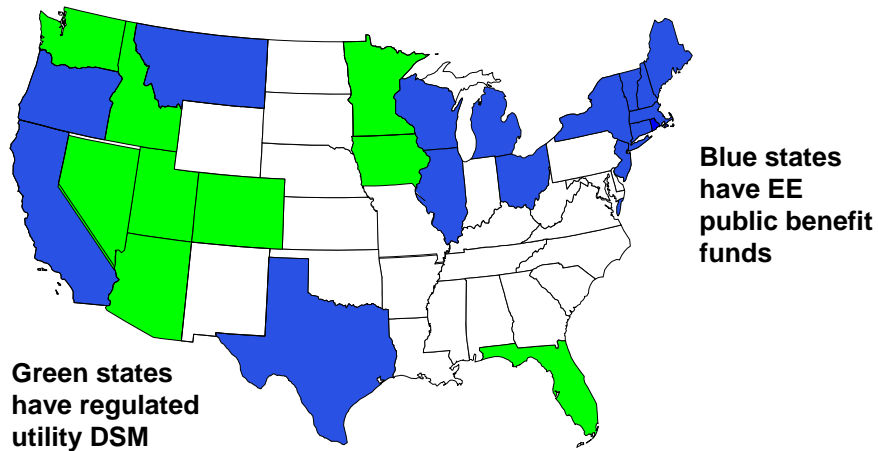
The Florida Example



The Texas Example



States with utility sector energy efficiency programs



A Few Less-Than-Usual Suspects

- Illinois
- Virginia
- Maryland
- Pennsylvania
- North Carolina
- Arkansas
- Florida



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