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The EPA's proposed Clean Power Plan requires states to reduce carbon emissions from existing power plants 30% cumulatively by 2030. As EPA finalizes the rule, also known as 111(d), states have begun forming stakeholder coalitions and evaluating best paths to compliance. Energy efficiency is one of the four building blocks EPA relied upon to develop reduction targets, and it is an important tool for states to use to develop effective, low-cost compliance pathways. Traditionally, states and utilities have been interested in energy efficiency because it is a cost-effective way to achieve electricity and cost savings. 111(d) provides states a new point of evaluation for these programs: carbon pollution abatement potential. The shift in this evaluation criterion to include greenhouse gas reduction potential has implications for the parties involved in compliance and brings energy efficiency to the forefront of state politics. This research examines several states' reactions to 111(d) – positive, negative, and outwardly negative but inwardly proactive. The presentation will describe several key states' political landscapes and historic interest in energy efficiency, and explore the state decision-making processes in complying with 111(d). It will highlight the unique collaboration the proposed rule has sparked between air offices, utility regulators, and state energy offices, and between energy efficiency advocates and the climate community. Finally, the presentation will highlight the communication strategies that can be used to promote efficiency on its traditional merits and in the context of 111(d). This project sheds new light on energy efficiency as a tool for climate change mitigation.