



Southwest Energy Efficiency Project

Saving Money and Reducing Pollution through Energy Conservation

Endorsements for *The \$20 Billion Bonanza*:

"As this SWEEP report points out, we have the data, the history and the experience to implement best practices in energy efficiency throughout the region and the country. There is really no reason to wait. Investments in energy efficiency are good for the economy, good for individuals, good for the bottom line of businesses and good for the planet. The \$9B of savings to Colorado families the SWEEP report identifies from 2010 to 2020 means more options for our families, more money circulating in our economy and fewer dangerous pollutants in our air and water from power plants. Energy efficiency is simply the single best investment we can make in our energy future."

—*Former Colorado Governor Bill Ritter, Jr.*

"As the chairman of the New Mexico Legislature's Interim Committee on Technology, it's critical that we look at best practices from other states and implement state-of-the-art energy efficiency technologies. As demonstrated in *The \$20 Billion Bonanza* study, doing so would provide enormous benefits to New Mexico's consumers, businesses and economy."

—*Senator Tim Keller, New Mexico*

"Energy Efficiency is a practical and low cost tool for perpetuating economic development in Utah. Having a regional focus on Energy Efficiency opportunities which create jobs in Utah meet with several goals laid out in Governor Herbert's 10 Year Strategic Energy Plan. While this report is optimistic, it succinctly characterizes the multi-billion dollar revenue potential of Energy Efficiency as an essential tool for our long term energy future."

—*Samantha Mary Julian, Director, Utah Office of Energy Development*

"Johns Manville strongly supports the recommendations within *The \$20 Billion Bonanza* report. There are so many benefits associated with increasing the energy efficiency of our homes and businesses. A stronger focus on energy efficiency in the southwest will result in cost savings for homeowners and business owners, thousands of good-paying jobs, better air quality, and more appropriate water usage. The list truly goes on and on."

—*Fred Stephan, Vice-President, Johns Manville*

"Coolerado's business is energy efficient air conditioning. Strong utility energy efficiency programs that help ratepayers upgrade to efficient systems, like air conditioners, have far-reaching benefits: They save ratepayers money, create good-paying jobs, and reduce the need for expensive new power plants. We support the goals and recommendations for best-practice energy efficiency programs that are laid out in the *\$20 Billion Bonanza* report. Energy efficiency is the lowest-cost, cleanest and least-risky option for meeting tomorrow's energy needs in the hot southwest."

—Ryan Smith, Marketing Manager, Coolerado Corporation

"By investigating how much energy the Southwest could save if the region adopted the best practices in energy efficiency program design from around the U.S., SWEEP's report, *The \$20 Billion Bonanza*, highlights the tremendous opportunities of pursuing energy efficiency and illustrates the initial path to meeting the strategic goals of Rocky Mountain Institute's *Reinventing Fire*."

—Amory Lovins, Cofounder, Chairman and Chief Scientist, Rocky Mountain Institute

"As the southwest region gets hotter and drier, we must make long-term decisions about how we produce and use energy. The findings of the *\$20 Billion Bonanza* report could not come at a more opportune time. Investing in energy efficiency remains the lowest hanging fruit and SWEEP now provides a roadmap. These policy recommendations offer important benefits to Coloradoans such as 7,000 new jobs, closure or avoidance of 7.5 power plants in the state by 2020 and a resulting savings per year by 2020 of 2.5 billion gallons of water used for power production."

—Alice Madden, Wirth Chair in Sustainable Development, University of Colorado Denver