

Making Our Voices Heard for Clean Energy



KySEA Principles



- Make improving energy efficiency Kentucky's top energy priority
- Promote the development of clean, renewable energy...and increase the share of our overall energy mix from these sources
- Create new jobs and opportunities for Kentuckians, including a just transition for coal producing communities and workers
- Enable all Kentucky residents and businesses to take advantage of energy efficiency and renewable energy solutions

The Kentucky Clean Energy Opportunity Act



Asks utilities to meet a growing share of their energy needs from energy efficiency programs and renewable energy sources

*Renewable & Efficiency Portfolio
Standard or REPS*

Expands in-state renewable energy production by paying customers a guaranteed rate for renewable energy they generate

Feed-In Tariff

Proposal: Jan 29th In-District Meetings



- The more lawmakers learn about clean energy, the more they support it.
- In-district (back home) conversations allow for more relaxed and meaningful discussion of the issues.
- Meetings with constituents open ears and minds.

A Framework for Making Our Case



Introductions
“Who & Why”

Opportunities
& Threats

Solution:
CEOA

Ask,
Listen, Share

Introductions: Who and Why



Who you are (Farmer, constituent, parent, business owner, grandparent, young person, person of faith...)

Why you care (Highlight values that you share with the legislator and most Kentuckians)

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Clean Energy Is Working Now for KY



- Clean energy jobs and businesses in Kentucky are growing at a faster rate than jobs overall
- Overall state job growth was 3.6% in 2010 – KY jobs in renewable energy & energy efficiency grew by 10%

We Can Build on That Momentum



- **Energy efficiency** is KY's cheapest, most abundant source of new energy
- **KY's renewable energy resources** are also significant
- Recent studies conclude KY could generate 15-34% from renewables within next 20 years, at a lower cost to ratepayers than if we do nothing



But, Most of KY's Clean Energy Potential Is Untapped



- 93% of our electricity in KY comes from burning coal
- KY has no utility-scale wind developments (all 7 neighboring states do)
- Utilities in leading US states are 20 times better at helping their customers save energy than in KY



All Our Energy Eggs Are in One Basket... And the Price Is Going Up



- KY has low rates + high use
- Average utility rates rose 47% in last 5 years.
- Rates are projected to continue rising steeply under “business-as-usual” scenarios.
- Diversifying our energy mix is an important step in curbing energy costs for Kentuckians.

KY Is in Danger of Being Left Behind as Neighboring States Move Forward



- **Ohio passed bill in 2008 setting target for efficiency & renewables**

State now has 9,000 jobs in solar and wind industries; ranked second in the nation for solar panel manufacturing and installations

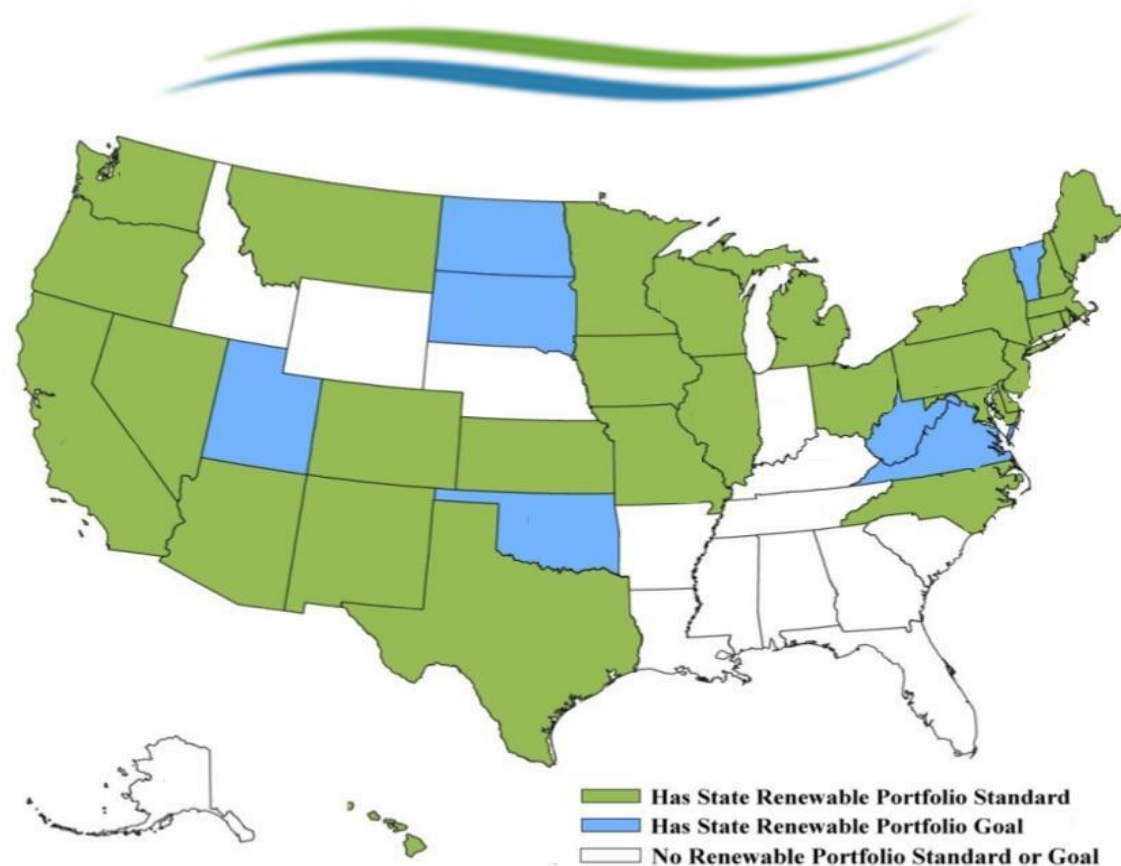
- **North Carolina passed similar bill in 2007**

State now has 1,200 new clean-energy businesses and 30% job growth per year in energy efficiency and renewable energy sectors since their clean energy policy was enacted

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KY Would Benefit from Passing a Renewable & Efficiency Portfolio Standard



Recent Study Found Clean Energy Opportunity Act Would...



- Create **28,000** net new jobs over 10 years
- Result in **8-10% lower** average bills
- Add **\$1.5 billion** to KY economy



Potential Impacts of REPS in Kentucky report at
<http://maced.org/REPS-release.htm>



Two Key Components of the CEOA



Ask utilities to meet a growing share of their energy needs from energy efficiency programs and renewable energy sources

Renewable & efficiency portfolio standard or REPS

Expand in-state renewable energy production by paying customers a guaranteed rate for renewable energy they generate

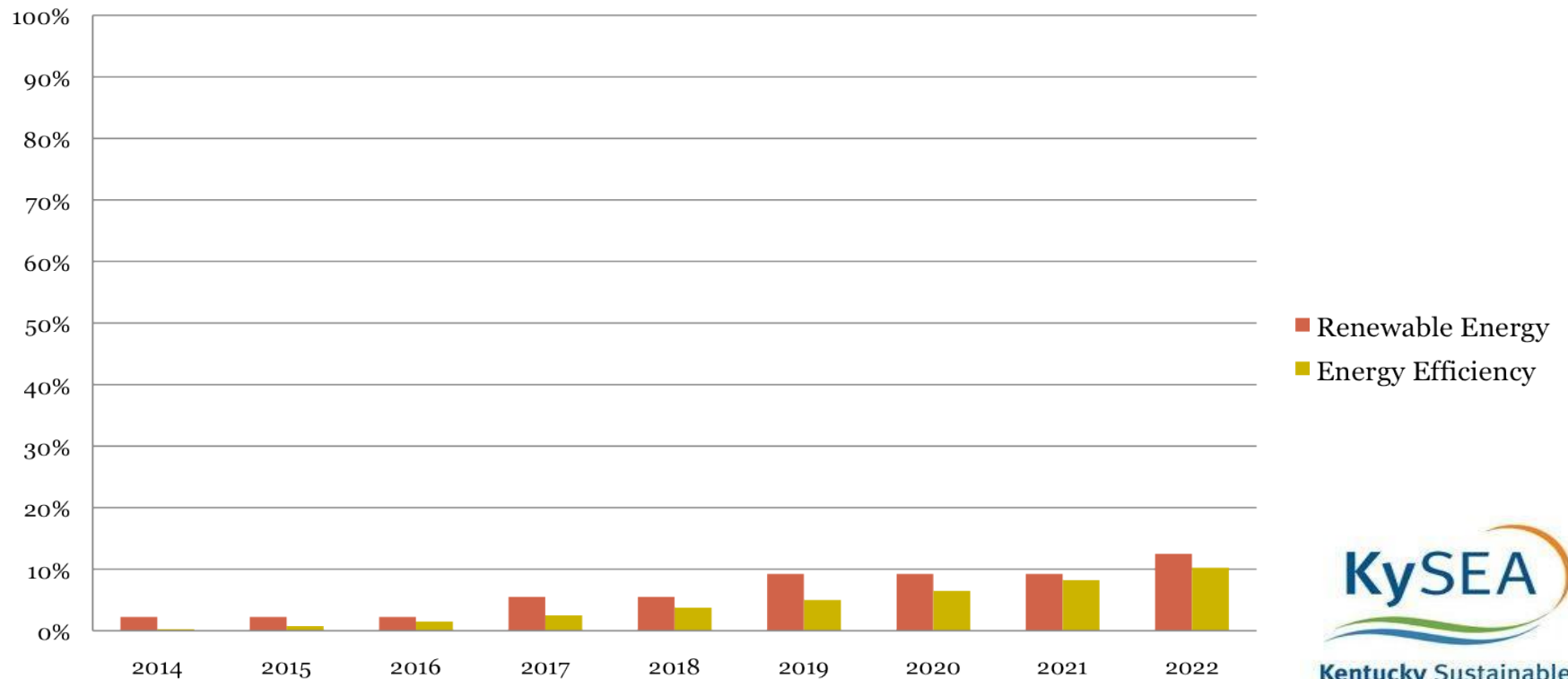
Feed-in tariff

REPS Goals Start Small, End Reasonable



Reduce energy consumption by 10.25% in 10 years.

Generate 12.5% from renewables in 10 years.



How the Efficiency Standard Works



Utility-sponsored efficiency programs

Utilities would be required to offer programs to help customers save energy – these could include incentives, weatherization programs, energy audits, etc.

Size and scale of energy saved would increase over ten years

Each year utilities would have to achieve even more savings for their customers as a % of overall retail sales.

Low-income carve-out

10%* of the energy savings must be achieved through programs that assist low-income households.



What Counts as “Renewable”?



- **Solar** (solar PV, solar hot water or solar thermal)
- **Wind**
- **Hydro-power** (projects developed after Jan 1, 1992)
- **Low-impact biomass** (Bill sets up process to define)
- **Geothermal** (heat of earth for electric generation or direct use)

Solar carve-out

As part of meeting 12.5% renewable standard, utilities must get at least 1% from solar by 2023.



What Is a Feed-In Tariff?



A requirement that utilities purchase renewable energy from eligible systems installed in their service areas. Utilities would pay using rates set by the state for 20 years.

In other words, if a person or business installs rooftop solar, their utility would guarantee payments, at rates set by the state, for electricity generated by that system over 20 years.

Benefits: Creates jobs and investment here in KY.



Which Utilities Must Comply?



- **All regulated utilities**, including rural co-ops and investor-owned utilities (Duke, Kentucky Power, KU, LG&E, Meade County RECC, Owen Electric Cooperative, etc.)
- **Municipally-owned utilities that generate electricity** must meet the renewable standard (Owensboro Municipal Utilities)
- **All municipally-owned utilities must meet the energy efficiency standard** (City of Berea, City of Vanceburg)

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- Do they support the CEOA?
- Why or why not?
- What questions do they have?
- What information do they need?
- Would they co-sponsor the bill?
- What advice do they have?
- What other ways are they willing to advance clean energy solutions in KY?

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Beware: ALEC Is Attacking Renewable Standards Across the Country



Synapse Energy Economics just analyzed their claims:

“ALEC....imagines implausibly high-priced renewables and rapidly rising demand, making it a foregone conclusion that renewable energy standards look hopelessly expensive.

“In the real world, renewables are much cheaper than ALEC suggests, and their costs are falling steadily, while demand is growing quite slowly...”

<http://kftc.org/resources/not-so-smart-alec-inside-attacks-renewable-energy>



Some Important Do's and Dont's



- Do your homework
- Lead with values and a hopeful vision
- Share stories, examples and a few key facts
- Keep things as simple as possible
- Say “I don’t know, but we’ll get back to you”
- Send a thank you note
- Don’t make stuff up
- Don’t get sucked into a debate about coal
- “Coal plays a key role today. But KY is in danger of being left behind if we don’t face the future & diversify our energy mix”
- Don’t bad-mouth other legislators

What Meetings Are Already Underway?



- Senators: Brandon Smith, Julian Carroll, Jared Carpenter, Morgan McGarvey, Sen. Damon Thayer, Julie Denton, RJ Palmer
- Representatives: David Osborne, Larry Clark, Rocky Adkins, Derrick Graham, Jim DeCesare, Mike Harmon, Rep. Brad Montell, Jonathan Shell, Susan Westrom, Donna Mayfield, Brian Linder

Send an email to lisa@kysea.org if you will anchor an additional meeting or if you want to participate in 1 of the above.



What Does It Mean to Anchor a Meeting?



- 1) Email lisa@kysea.org to let us know who you will meet with
- 2) Contact your legislator(s) to set up a meeting back home on or around Jan 29th (www.lrc.ky.gov)
- 3) Recruit 2-5 people to participate in this meeting – it's okay if not all are constituents, but best if they are
- 4) Work with your team to create a plan for the meeting, including a basic agenda and roles (*we'll provide handouts and coaching*)
- 5) Share notes about how it went with lisa@kysea.org

Ways to Participate without “Anchoring”



- We'll do our best to connect you to a meeting that someone else is organizing – send a note to lisa@kysea.org
- Write or call your legislators anytime – their contact information can be found at:
<http://www.lrc.ky.gov/Legislators.htm>
- Make plans to lobby in Frankfort with other volunteers across the state any T, W, Th between Feb 5 and March 11. (Send a note to lisa@kysea.org to confirm a date.)