



What Works and What Doesn't When Talking to Legislators

Energy Codes 2011
Salt Lake City

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1. Understand your audience
2. Start from the beginning
3. Keep it simple
4. Winning messages
 - Dollars and common sense
 - Invest in people not power plants
 - Keep our money in our communities
 - Fairness and safety
5. Coalition building: the messenger can be more important than the message

1. Understand your audience

- First do your homework on the legislator
 - What district does she represent?
 - Who are his constituents? Allies? Trusted advisors?
 - Party? Politics?
 - Legislative committee assignments?
 - History? Accomplishments?
 - Knowledge, views re energy and codes?
 - Goals? Priorities?

2. Start from the beginning

- Listen!!
- Show that you know how important the legislator is by briefly acknowledging his/her relevant accomplishments, leadership, history and/or committee assignment
- Briefly explain who you are, why you're there and your big picture goals
 - Most who talk to legislators have an agenda and an ask; most legislators want to know yours up front
- Establish alignment of goals between you and legislator
- Stay high-level, big-picture, but very local

3. Keep it simple

- Assume no knowledge of codes, energy, construction or anything else
- Avoid acronyms, jargon and unnecessary details – less is more
- Explain where we are, where we want to be and how to get there
- Be very direct and specific about what you're asking: consider providing customized language legislation, resolutions, budgets, etc.

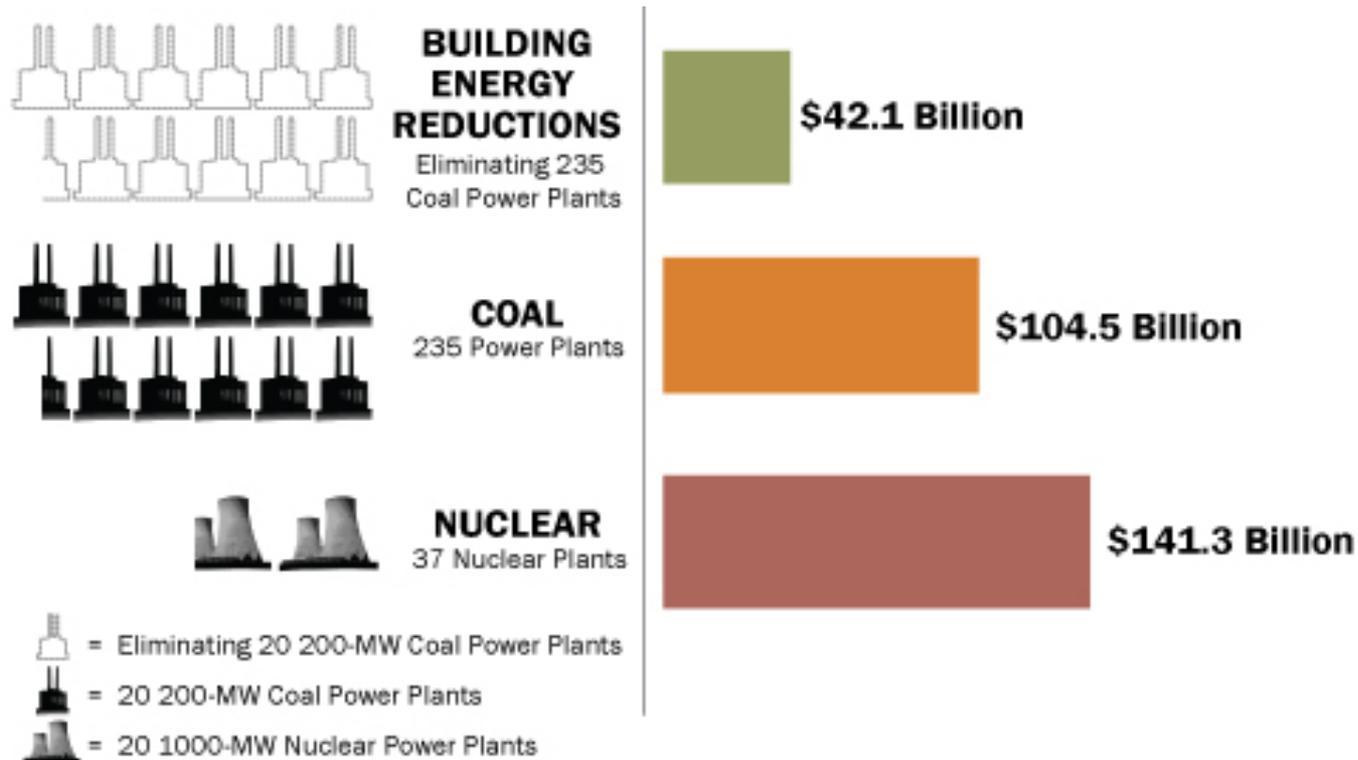
4. Winning messages: Dollars and common sense

- Explain biz case
- It's cheaper to build EE from the beginning – explain why
- Average local homeowners spends \$x/year on energy; EE could save \$y/year at a first cost of \$z paying for itself in _ years
- Energy prices go up and down – usually up

Average U.S. Homeowner Costs
2007-2008



4. Winning messages: Lowest Cost Energy Source



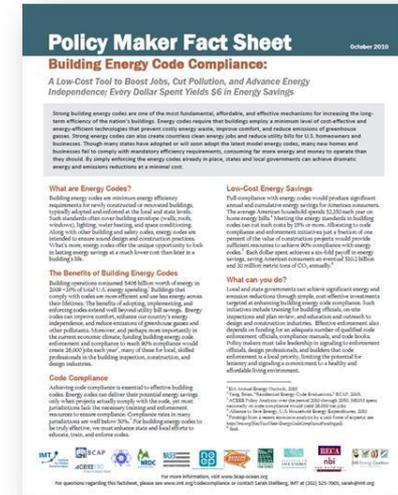
Cost of 1Qbtu Delivered Energy

Source: ©2010 2030, Inc. / Architecture 2030. All Rights Reserved.
Data Source: DOE, EIA, McKinsey & Company. Updated Oct. 2010.

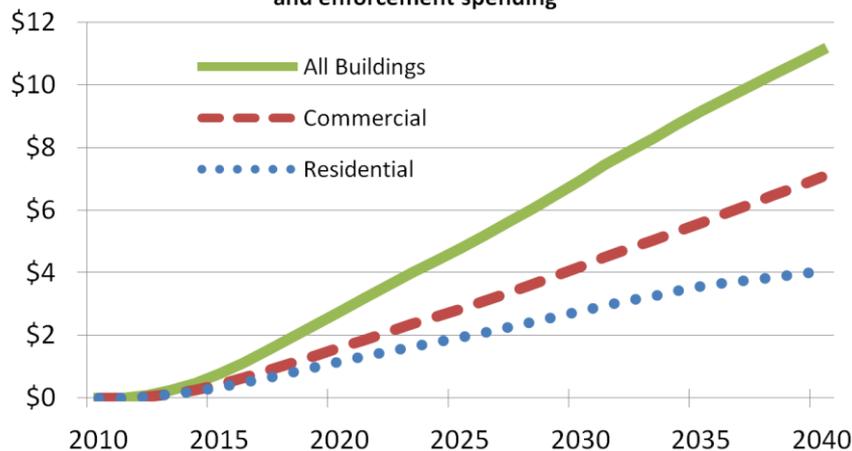
4. Winning messages: Code compliance yields enormous energy savings

On average, every dollar spent on code compliance yields \$6 in energy savings.

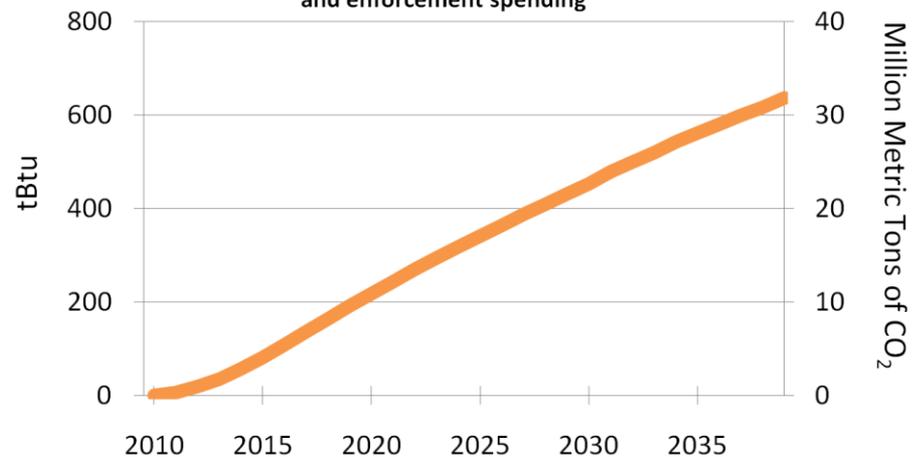
- See www.imt.org/codecompliance



Annual Energy Cost Savings
 resulting from \$610M in additional code compliance
 and enforcement spending

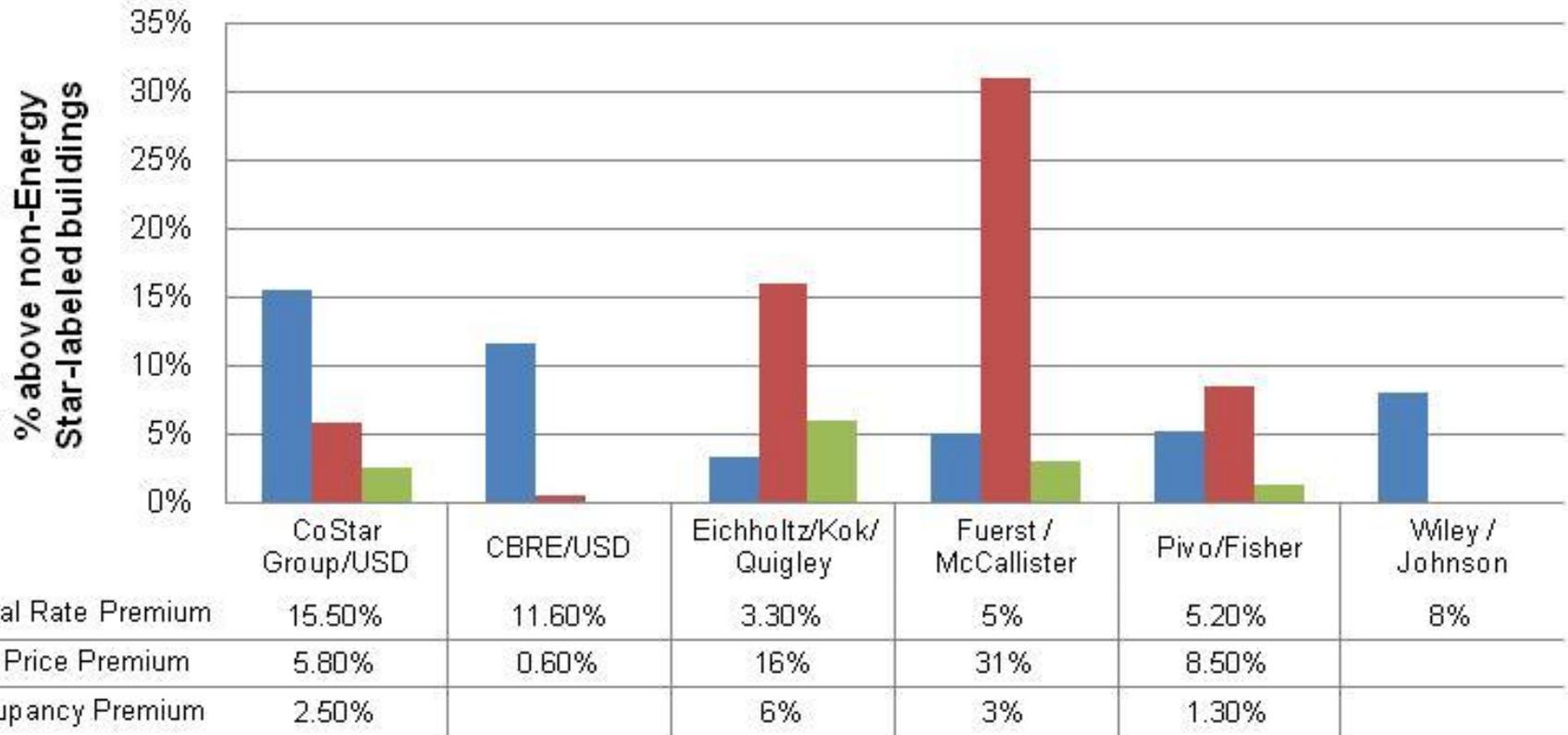


Annual Energy Savings and Avoided CO₂
 resulting from \$610M in additional code compliance
 and enforcement spending



4. Winning messages:

Bottom Line: High performance buildings are more profitable



4. Winning messages: Invest in people not power plants

HR 5019, "The Home Star Retrofit Act of 2010"



Let's get Americans back to work.

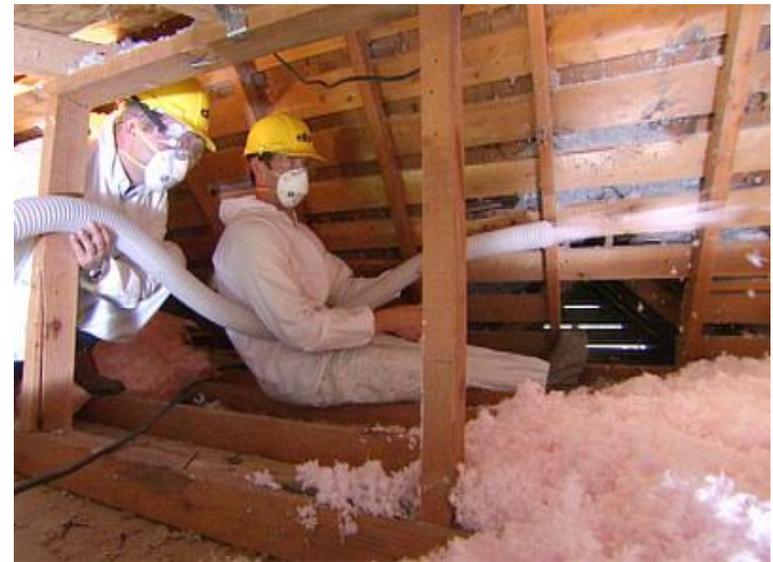


With nearly 25% unemployment in the construction industry, now is the time to enact Home Star legislation and put people back to work.

The Home Star Coalition represents over 1,300 small and medium-sized businesses from every state in the country along with nationally recognized companies, labor and environmental organizations and associations dedicated to rebuilding America's workforce through energy efficiency.

These are not Democratic or Republican jobs. These are American Jobs using American made products. Home Star will:

1. Rapidly create approximately 170,000 jobs
2. Save consumers as much as \$10 billion dollars in energy costs
3. Support American industries
4. Contribute to energy independence

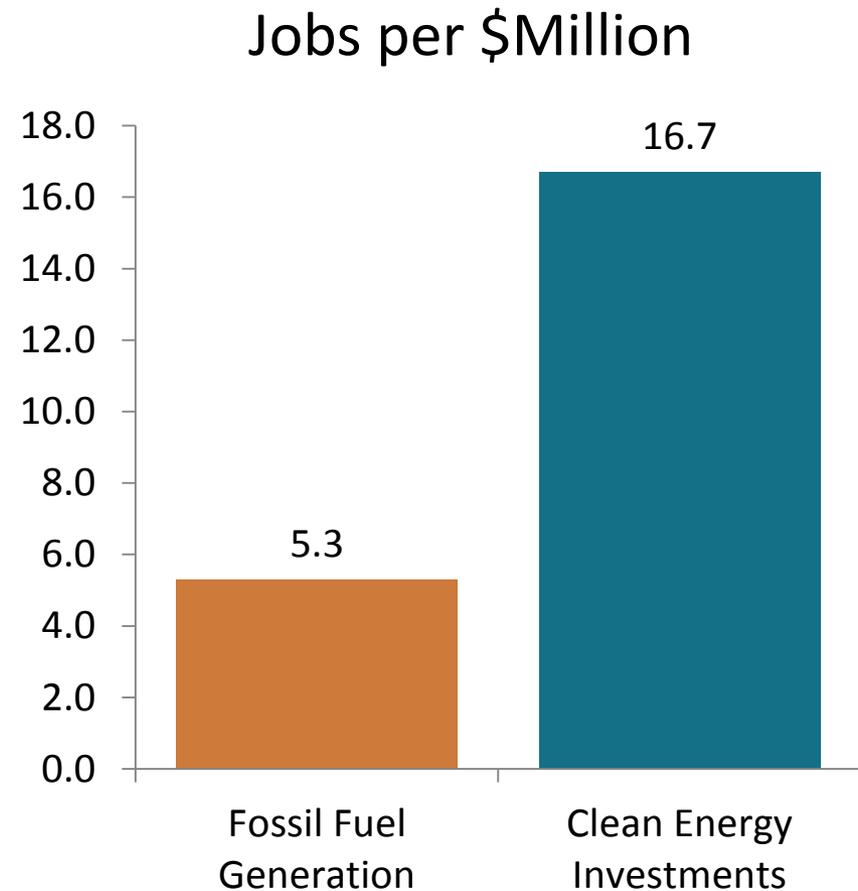


NAM President's Testimony before Congress - March 2010

"Mr. Chairman, the country faces significant challenges in terms of job creation and energy use. NAM believes that the Home Star program provides a unique opportunity for the public and private sectors to work together to address two major policy objectives: stimulating job creation and making American homes more energy efficient. America's

4. Winning messages: Invest in people not power plants

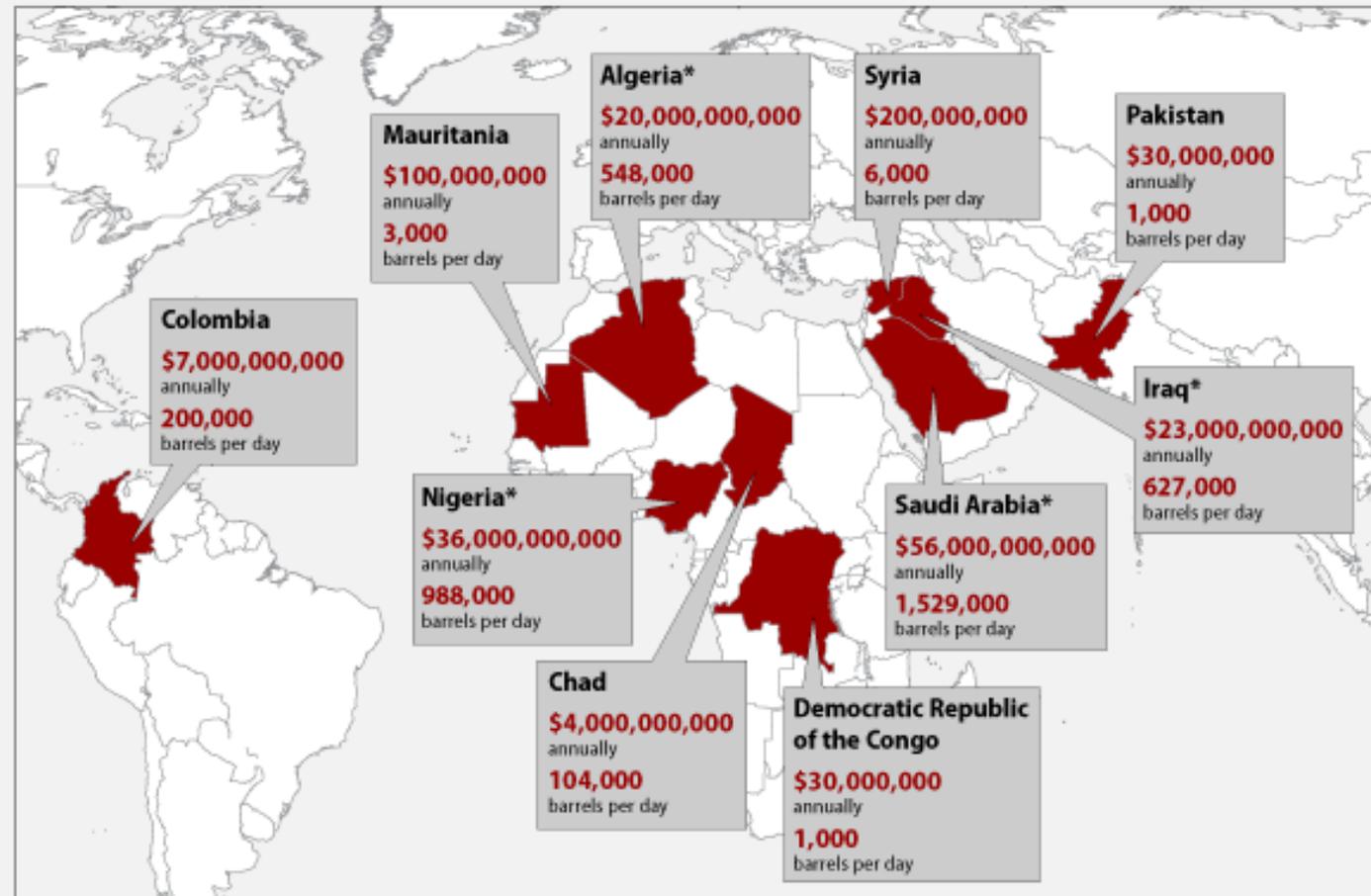
- Spending \$1 million on **clean energy investments** is estimated to produce 16.7 jobs
- The same amount spent on **fossil fuel generation** creates only 5.3 jobs



Source: Political Economy Research Institute, PERI (2009)

4. Winning messages: Keep money in our community

2008 crude oil imports from unstable countries



Source: U.S. Energy Information Administration, "Company Level Imports Historical," available at http://www.eia.doe.gov/oil_gas/petroleum/data_publications/company_level_imports/cli_historical.html.

5. Coalition building:

The messenger can be more important than the message

- Legislators discount messages based on their view of the messenger
- Companies, workers and unions that are in the business of building efficiently can best make the case that EE creates jobs
- Local coalitions supporting energy codes include builders, contractors, architects engineers, insulators, electricians, renewable energy installers, low-income housing providers, tenants, banks and unions
 - see www.thirtypercentsolution.org

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Thank you

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