



2018 Energy Efficiency Jobs in America & Faces of EE

Pat Stanton, Director of Policy
NASEO Annual Meeting
September 26, 2018

*Energy efficiency:
America's
Job-creation
powerhouse*



ENERGY EFFICIENCY JOBS IN AMERICA

2.25 MILLION AMERICANS WORK IN ENERGY EFFICIENCY



SEPTEMBER 2019



#EEJOBSINAMERICA

#Faces
Of EE

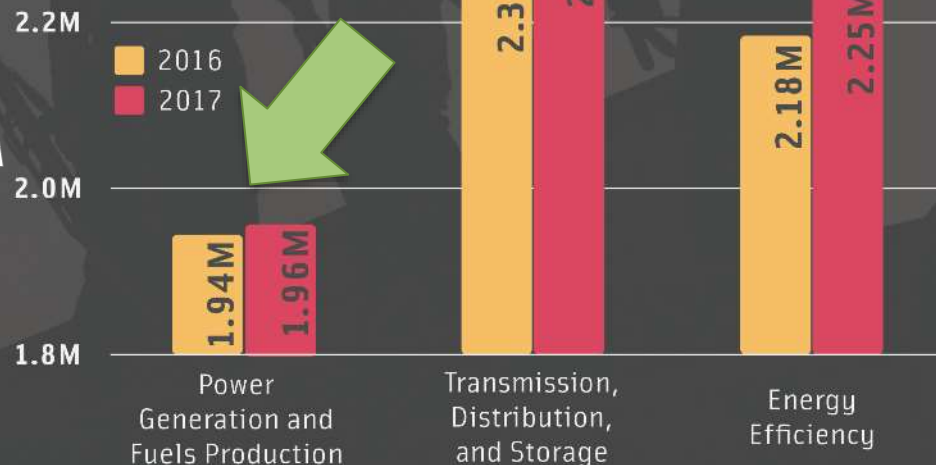
2018 USEER US Energy and Employment Report



WHERE THE ENERGY JOBS ARE



In total, **6.56 million Americans** work in the Traditional Energy and Energy Efficiency sectors. **133,000 new jobs** were added in 2017.



Source: U.S. Energy and Employment Report 2018

#USEnergyJobs

2018 USEER

Value Chain

- Research & Development
- Manufacturing
- Sales and Distribution
- Design and Installation
- Operations and Maintenance
- Measurement and Verification

Product & Services Sectors

- Building Materials
- ENERGY STAR Appliances and equipment
- Efficient Lighting
- Engineering, Architecture, Financing and Design
- Construction
- Energy Management Services
- Evaluation, Measurement & Verification (EM&V)

Wow! 2.25 million

EE jobs-

That's lot of jobs!



Legislative staff

*But wait . . .
What are “EE
jobs?”*

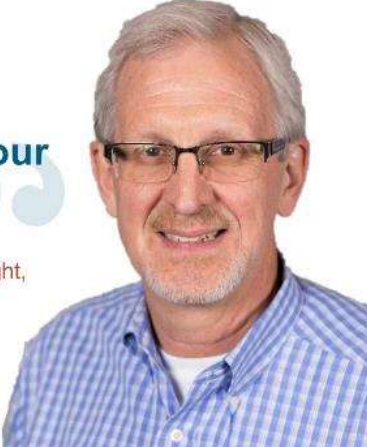
Telling the EE jobs story can be difficult.

I do financial analysis, accounting & reporting for our EE programs.

Mark Foltz,
Kansas City Power & Light,
Parkville, MO

Energy efficiency:
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powerhouse

Faces of
EE
JOBS



I manage community education programs and advocate for EE and healthy homes.

Alison Steele,
Conservation Consultants Inc.,
Pittsburgh, PA

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Faces of
EE
JOBS



I develop software [for] weatherization assistance programs.

Jason McDaniel,
CLEAResult, Gallatin, TN

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Faces of
EE
JOBS



Real people make a story more real.

*EE industry = a distributed, diverse,
difficult to describe workforce.*



Helping You Tell the EE Jobs Story

- Short
- Concise
- Visual
- Anchored to solid and robust research



ENERGY EFFICIENCY JOBS IN AMERICA¹

2.25 MILLION AMERICANS WORK IN ENERGY EFFICIENCY



More than 1 of
US construction
50% or more of
Energy Efficiency

11%

of energy efficiency jobs held by veterans, greater than the national average of veterans in the workforce (6%)

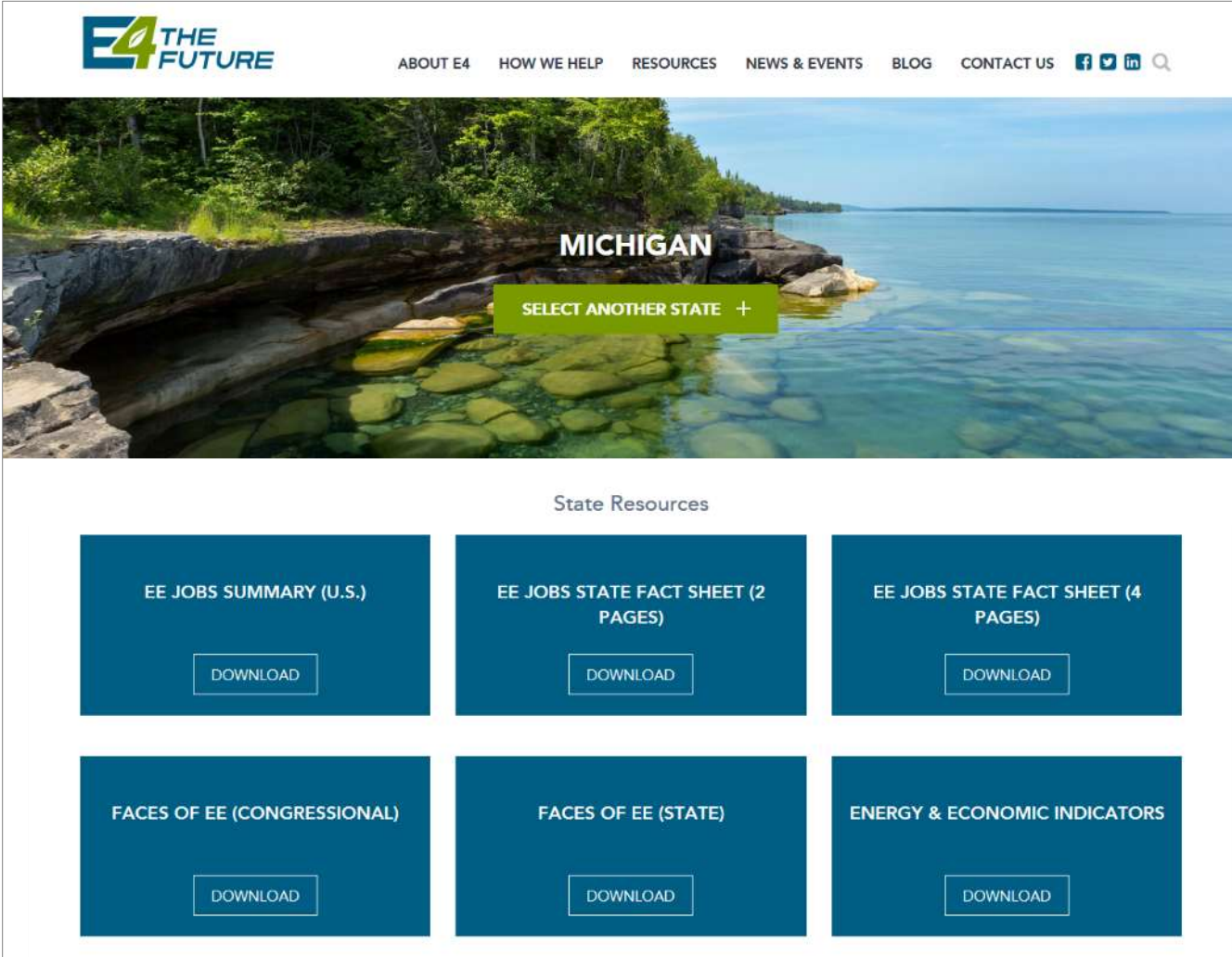
EE JOBS ACROSS THE COUNTRY

- // These jobs are local. **99.7%** of U.S. counties have energy efficiency jobs.
- // Energy efficiency now employs workers in more than **3,000** of America's **3,007** counties
- // More than **300,000** Americans living in rural areas work in energy efficiency

78

manufacturing jobs in energy efficiency, an increase of nearly 10% in 2017 alone

State Resources E4TheFuture.org



The screenshot displays the E4TheFuture.org website interface. At the top left is the logo "E4 THE FUTURE". The navigation menu includes "ABOUT E4", "HOW WE HELP", "RESOURCES", "NEWS & EVENTS", "BLOG", and "CONTACT US", followed by social media icons for Facebook, Twitter, and LinkedIn, and a search icon. The main banner features a scenic image of a rocky shoreline with clear water and a forested background. The word "MICHIGAN" is centered in white text, and a green button below it says "SELECT ANOTHER STATE +". Below the banner, the section "State Resources" contains six teal-colored boxes, each with a resource title and a "DOWNLOAD" button.

E4 THE FUTURE

ABOUT E4 HOW WE HELP RESOURCES NEWS & EVENTS BLOG CONTACT US [f](#) [t](#) [in](#) [Q](#)

MICHIGAN

SELECT ANOTHER STATE +

State Resources

EE JOBS SUMMARY (U.S.) DOWNLOAD	EE JOBS STATE FACT SHEET (2 PAGES) DOWNLOAD	EE JOBS STATE FACT SHEET (4 PAGES) DOWNLOAD
FACES OF EE (CONGRESSIONAL) DOWNLOAD	FACES OF EE (STATE) DOWNLOAD	ENERGY & ECONOMIC INDICATORS DOWNLOAD

MICHIGAN

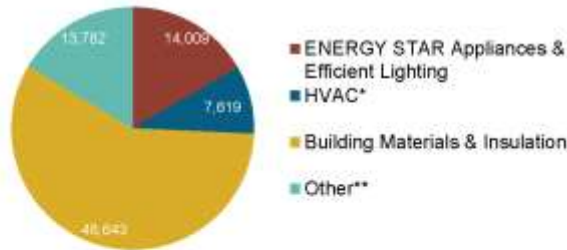
Energy Efficiency Jobs in America

84,052
Total Jobs

What are EE Jobs?

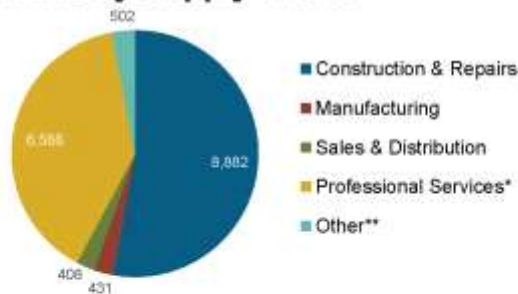
Delivery of goods and services that lower energy use by improving technologies, appliances, buildings, and energy systems.

Jobs by Sector



*Heating, Ventilation, Air Conditioning of higher than standard efficiency towards heating & cooling.
**Other such as electronics, building certifications, and software services.

Firms by Supply Chain



*Professional services include finance/accounting, architecture, engineering, R&D, etc.
**Other such as maintenance, and learned and nonprofit organizations.

In Michigan,
EE Jobs
Comprise:

16%
of All
Construction Jobs

20%
of All
Energy Sector Jobs

11%
of Michigan residents
employed in EE are
Veterans

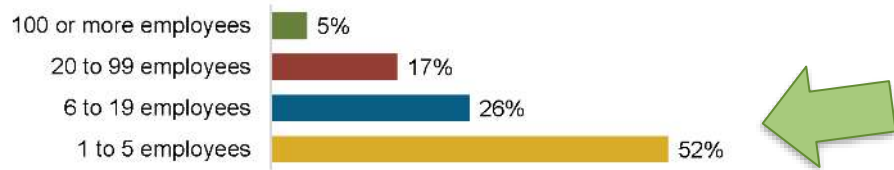
Presented by:



Good for the Economy.
Good for the Environment.

16,810 Energy Efficiency Businesses

Firm Size



Where are EE Jobs?



Congressional		Metropolitan Areas	
District	Jobs	Area	Jobs
1	8,432	Ann Arbor	3,307
2	9,003	Battle Creek	1,007
3	4,354	Bay City	658
4	6,406	Detroit-Warren-Livonia	36,520
5	3,912	Flint	2,579
6	5,806	Grand Rapids-Wyoming	7,252
7	8,294	Holland-Grand Haven	2,454
8	5,403	Jackson	1,101
9	10,054	Kalamazoo-Portage	2,755
10	5,236	Lansing-East Lansing	3,597
11	6,136	Monroe	925
12	3,740	Muskegon-Norton Shores	1,114
13	3,884	Niles-Benton Harbor	1,852
14	3,392	Saginaw-Saginaw Township North	1,724
		South Bend-Mishawaka	291
		Rural	16,916



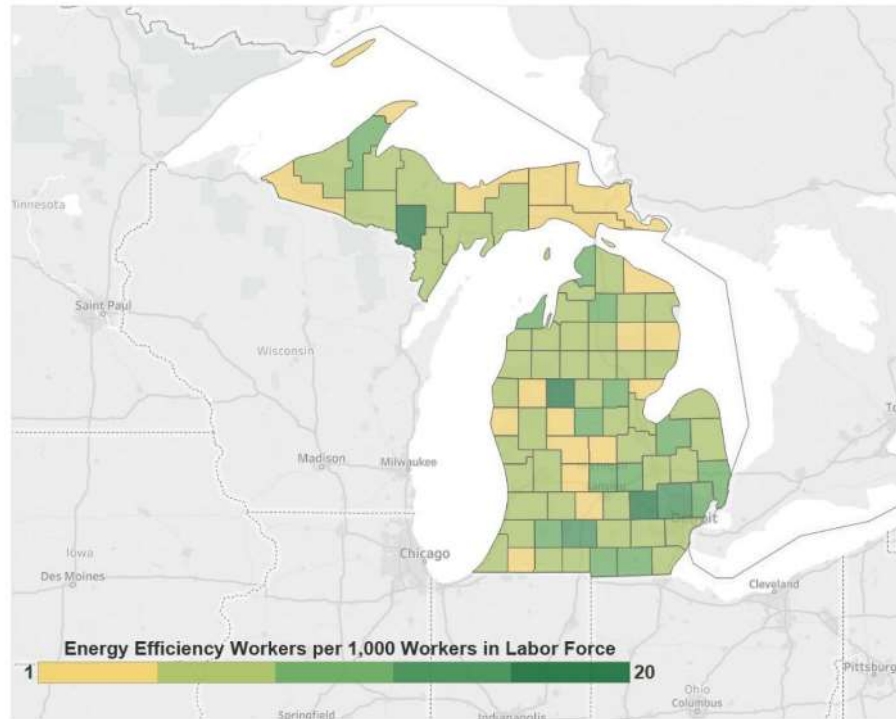
State Upper House							
District	Jobs	District	Jobs	District	Jobs	District	Jobs
1	3,319	11	5,489	21	2,620	31	2,139
2	618	12	4,376	22	2,164	32	1,245
3	1,885	13	2,953	23	2,745	33	1,746
4	327	14	1,950	24	1,047	34	1,427
5	670	15	2,125	25	2,241	35	3,123
6	1,235	16	2,244	26	3,834	36	1,769
7	2,684	17	1,948	27	1,215	37	2,436
8	3,665	18	2,593	28	4,063	38	2,571
9	1,769	19	2,544	29	412		
10	1,277	20	2,191	30	1,390		



State Lower House							
District	Jobs	District	Jobs	District	Jobs	District	Jobs
1	597	35	2,265	69	53	103	986
2	293	36	576	70	786	104	492
3	503	37	1,728	71	241	105	1,404
4	649	38	1,916	72	2,290	106	1,037
5	785	39	387	73	2,543	107	655
6	921	40	1,413	74	1,398	108	964
7	94	41	1,288	75	377	109	767
8	534	42	1,403	76	-	110	850
9	188	43	555	77	115	103	986
10	-	44	387	78	577	104	492
11	1,183	45	450	79	450	105	1,404
12	1,162	46	471	80	1,303	106	1,037
13	766	47	922	81	995	107	655
14	482	48	586	82	576	108	964
15	94	49	105	83	482	109	767
16	-	50	366	84	597	110	850
17	807	51	160	85	691		
18	1,215	52	1,969	86	283		
19	639	53	859	87	230		
20	1,491	54	453	88	762		
21	-	55	-	89	628		
22	607	56	450	90	-		
23	136	57	880	91	1,005		
24	1,016	58	756	92	108		
25	796	59	1,171	93	408		
26	1,979	60	1,835	94	1,277		
27	733	61	94	95	285		
28	534	62	1,099	96	378		
29	1,936	63	419	97	761		
30	963	64	869	98	712		
31	503	65	168	99	450		
32	544	66	1,144	100	565		
33	346	67	1,477	101	1,676		
34	1,173	68	1,215	102	387		



Energy Efficiency Jobs by County



E4TheFuture is dedicated to bringing clean, efficient energy home for every American and promotes energy solutions to advance climate protection and economic fairness. Visit www.E4TheFuture.org



E2 is a national, nonpartisan group of business leaders, investors and others who advocate for smart policies that are good for the environment and good for the economy. Visit www.e2.org



BW Research Partnership is a full-service, economic and workforce research consulting firm with offices in Carlsbad, California and Wrentham, Massachusetts. It is the nation's leading provider of accurate, comprehensive energy and clean energy research studies. Visit www.bwresearch.com

Data Source: Unless otherwise stated, all data are from the 2018 U.S. Energy and Employment Report, May 2018, by NASEO and EFI (see pages 15-17 for methodology details). This methodology -- adopted by the U.S. Dept. of Energy for its 2017 U.S. Energy and Employment Report, approved by the Office of Management and Budget and grounded on data collected by the Bureau of Labor Statistics -- provides the broadly accepted best accounting of all U.S. energy workers.

Faces of EE & Partner Resources

It stimulates [our]
local, regional
& national
economy.

Derrick Blue,
Coastal Bay Properties,
Plant City, FL

Energy efficiency:
America's
Job-creation
powerhouse



Danelle DeGroot,
Johns Manville,
Denver, CO
District: CO01



What we do!

- Content
- Social Media
- Website*
- Partners network
- Advocacy and calls to action

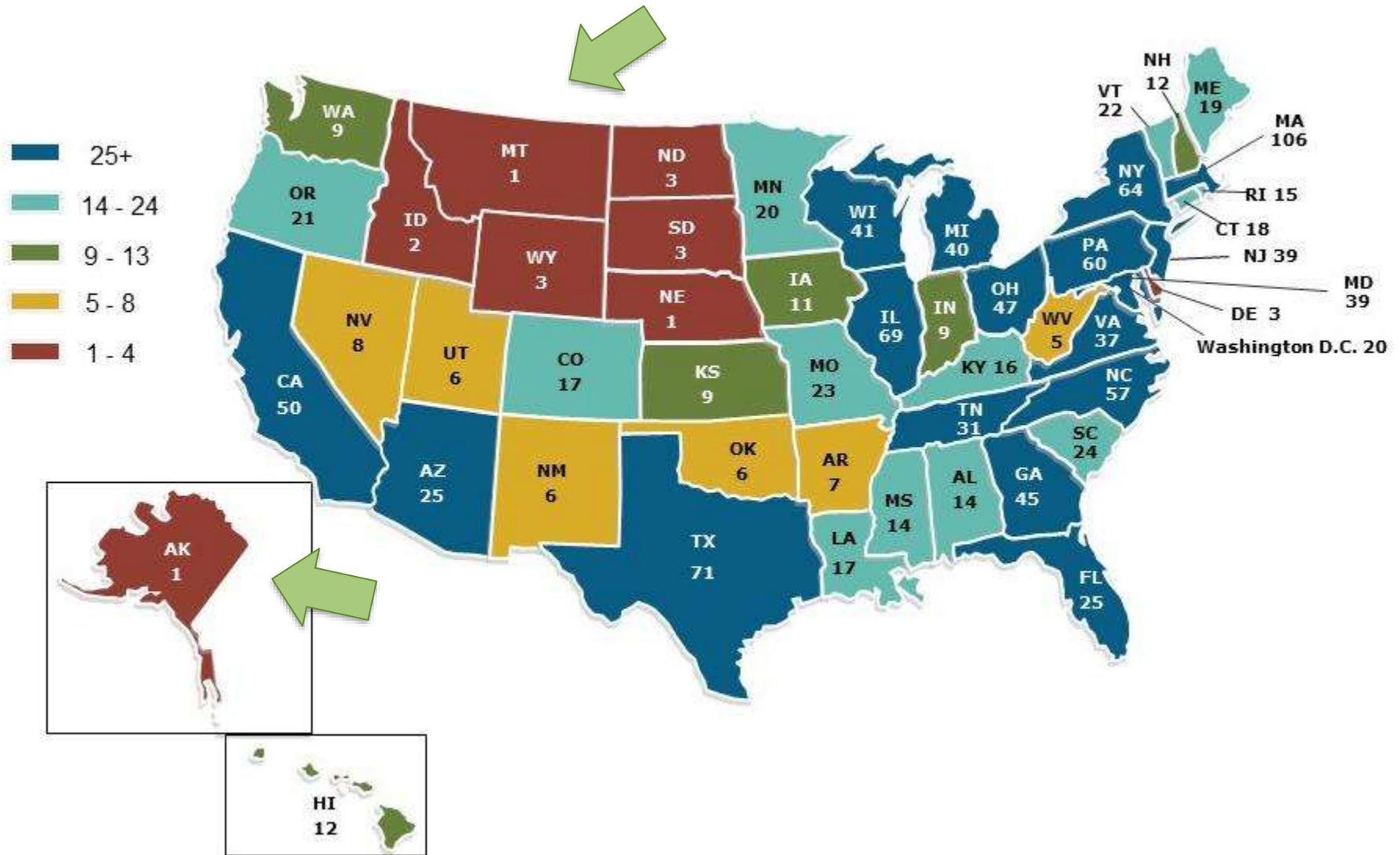
“Thank you for providing the means by which our voices and faces can be heard and seen.”

-- Ken Vance,
Housing Services Coordinator,
Central Virginia Alliance for
Community Living



*www.E4TheFuture.org/Faces-of-EE

Face of EE Participants



MICHIGAN

84,052

ENERGY EFFICIENCY

2.25 MILLION AMERICANS WORK

ENERGY EFFICIENCY—AMERICA'S JOB
To conserve the nation's finite energy resources and reduce the...
making our jobs and our lives better. That's why E4 is...
has introduced a series of new energy efficiency...
energy efficiency.

Energy efficiency added 2.25 million jobs in 2012...
contributes a significant and growing portion of...
employment. In fact, there is now an energy efficiency...
job for every 100 jobs in the economy.

A Bigger Picture

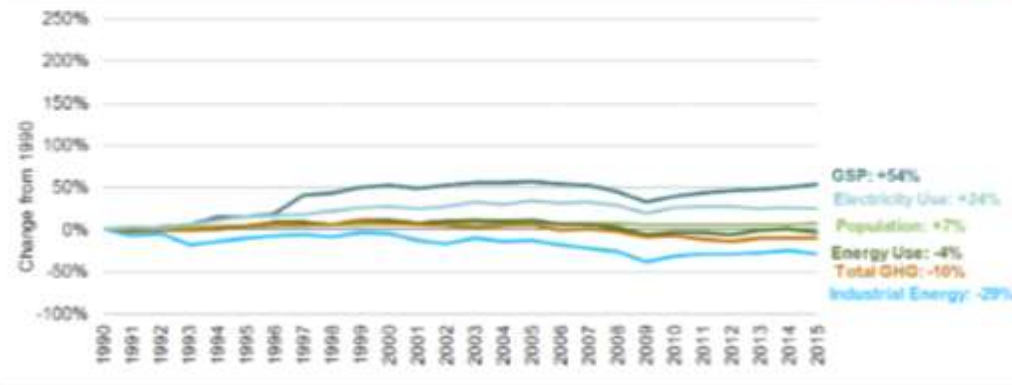
The report has also found that energy efficiency...
efficiency-related work and the 1.2 million jobs...
increased from 2009 to 2012.

NO. 1 High-efficiency buildings...
11% Energy efficiency...
315,578 Energy efficiency...
2X More energy efficiency...
VERIFIED BY
E4 THE FUTURE

Energy, Economic and Environmental Indicators



Michigan
1990-2015



Source: Census.gov, EIA.gov. Analysis by Synapse Energy Economics

Visit E4TheFuture.org

@FacesCEE

100+ pros

@FacesCEE

[I work in] product development and technical service.

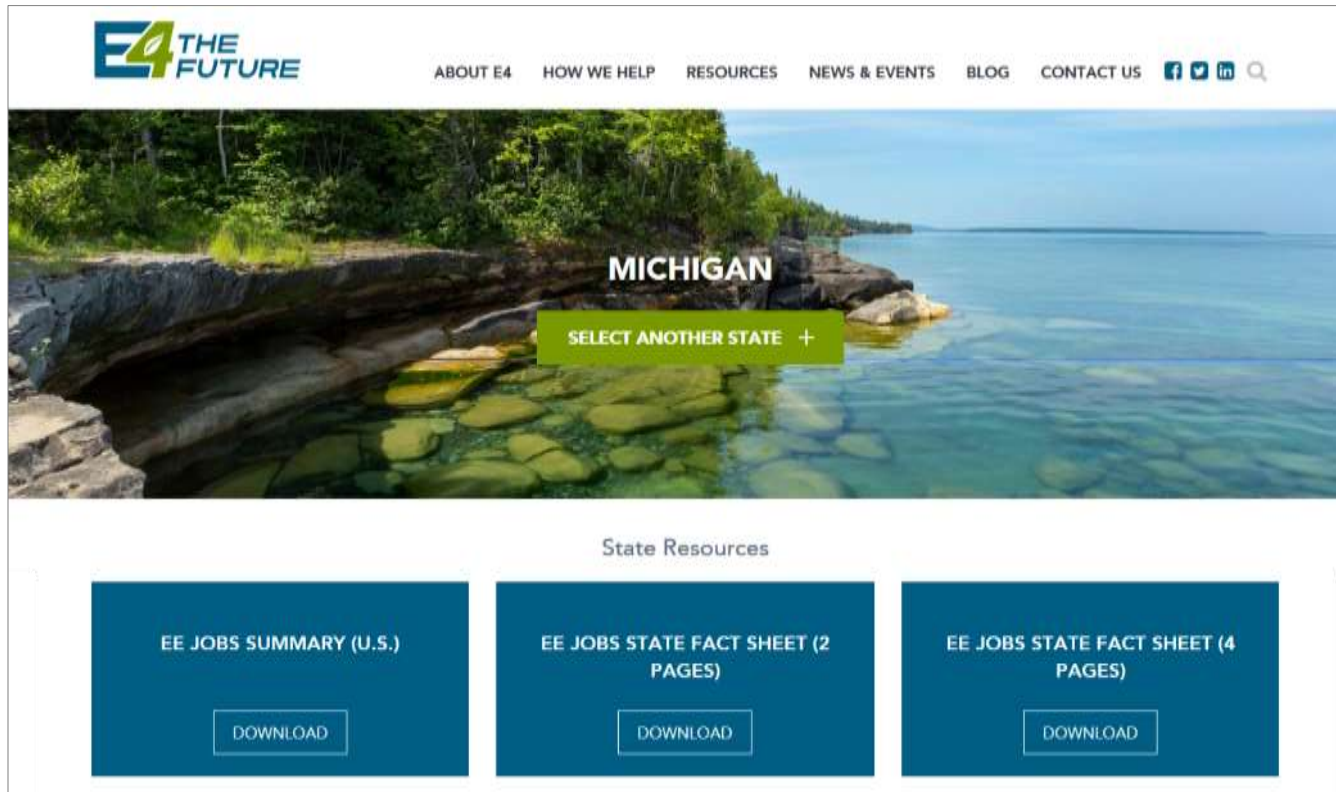


Grid of 10 small portraits of professionals, each with a name and title below them.



State Resources

Step-by-step instructions at end of PowerPoint



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- EE JOBS SUMMARY (U.S.) with a DOWNLOAD button
- EE JOBS STATE FACT SHEET (2 PAGES) with a DOWNLOAD button
- EE JOBS STATE FACT SHEET (4 PAGES) with a DOWNLOAD button

There will be a
2019 *EE Jobs in America* report!

Your questions and feedback
are most welcome for
continuous improvement.

Questions?



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pstanton@e4thefuture.org

- *Energy Efficiency Jobs in America:* <http://bit.ly/2NhMit>
- *Faces of EE:* www.E4TheFuture.org/Faces-of-EE
- *#EEDay2018:* <http://energyefficiencyday.org>
- *Access Resources:* <http://bit.ly/2QN5loH>