



# SWEEP

SOUTHWEST ENERGY EFFICIENCY PROJECT

2020 ANNUAL REPORT

## From the Executive Director

From a deadly global pandemic and resulting economic upheaval, to record-breaking western wildfires and other climate-fueled disasters, to a national reckoning over racial violence and injustice, 2020 will be remembered for its gauntlet of extraordinary challenges and hardships.

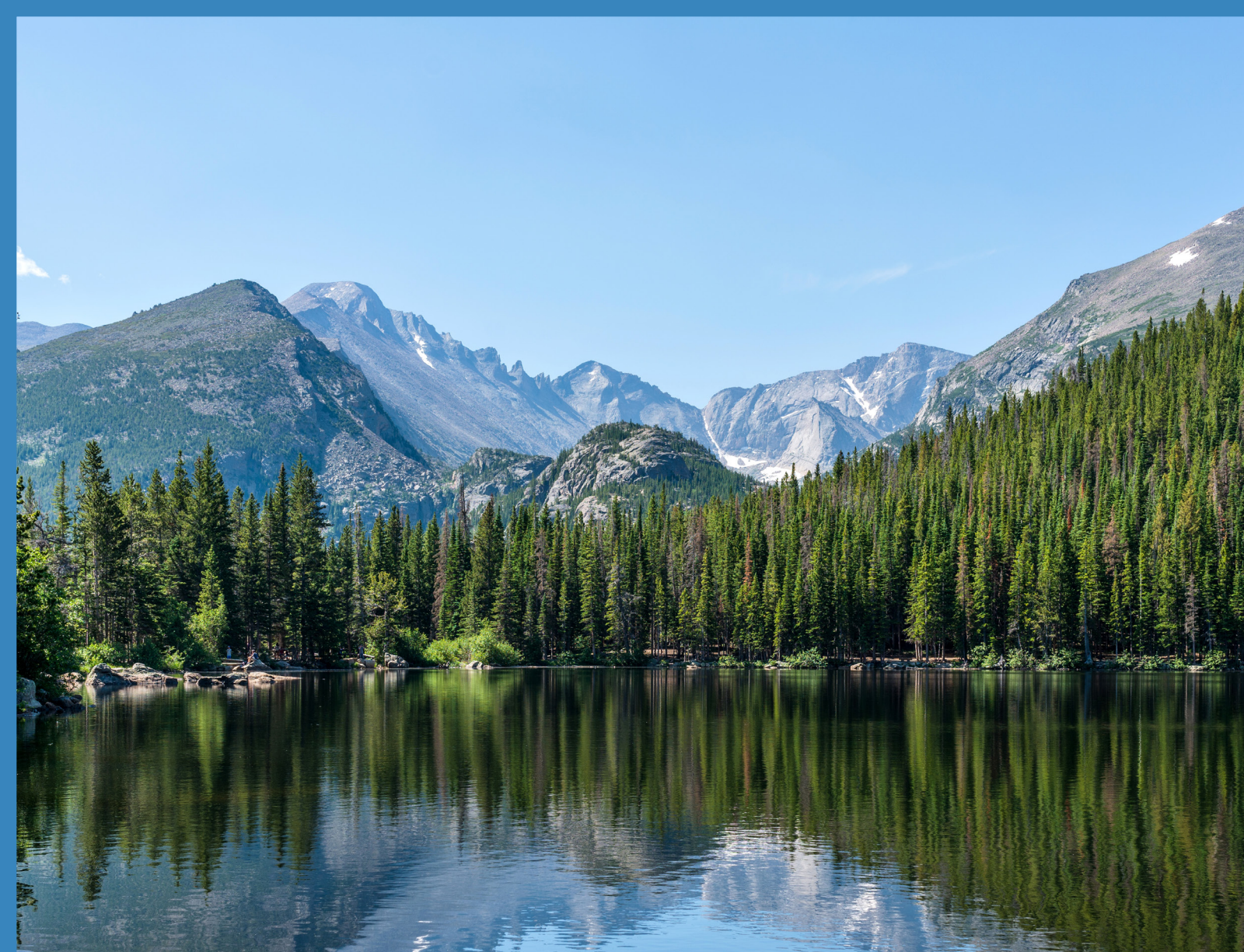
Yet, despite these daunting headwinds, the Southwest Energy Efficiency Project (SWEET) was able to achieve significant progress in 2020. Spurred by an increasing commitment to ease the disproportionate burden of energy insecurity on poorer households, we successfully encouraged utilities across the Southwest to expand their energy efficiency programs for lower income customers. SWEET helped win adoption of beneficial electrification programs at utilities in Utah, Colorado, and Arizona as part of the accelerating transition from fossil fuel-based space and water heating to high efficiency heat pumps and other electric appliances. We proved once again that energy efficiency is both cost effective and bipartisan by securing a goal of 100% carbon-free electricity by 2050 for Arizona investor-owned utilities, in addition to updated efficiency targets for utilities in Arizona and New Mexico. Our clean transportation program notched key victories with Nevada's embrace of clean car standards and Xcel's first-ever transportation electrification plan to promote the adoption of electric vehicles (EVs). SWEET also successfully championed the adoption of improved statewide building energy codes in New Mexico, and advanced lamp efficiency standards in Nevada.

2020 also represented a time of transition at SWEET as founder Howard Geller prepared to step down after 20 years at the helm. It is a great honor to step into his admittedly large shoes and I am thrilled to join the SWEET team and continue the organization's impressive track record of accomplishment. As the urgency of the climate crisis accelerates, and the magnitude and disparity of its impacts are further magnified, SWEET's expertise in identifying and securing effective and equitable solutions is needed more than ever.

This is a challenging and exciting moment in our nation's history. With the simultaneous imperatives of recovering from the COVID-19 pandemic, curbing greenhouse gas emissions and confronting system inequities, there is so much at stake and so much work to be done. At the same time, these turbulent times are ripe with potential for positive change. As we emerge from the dark tunnel of 2020, with renewed leadership at the federal, state, and local levels committed to the vision of a just and healthy energy future, the outlook looks bright indeed. In 2021, SWEET will adopt its next strategic plan and I hope you will join me in harnessing this momentum and building upon the organization's impressive foundation of accomplishment as we collectively envision and implement the role SWEET will play in its next chapter of impact.



Elise Jones  
Executive Director



*My love affair with the West and the environment began at age five. With parents who were teachers, my family had our summers off, and would spend them in western Colorado where I imprinted on the Rocky Mountains and found my calling in environmental advocacy. This career choice took me to Washington, D.C., to learn the policymaking and advocacy process in the halls of Congress, and then back to Colorado to immerse myself in nonprofit management and state-level conservation work during my 13 years as director of Colorado Environmental Coalition (now called Conservation Colorado). More recently, as a Boulder County Commissioner for the past eight years and an Air Quality Control Commissioner for the last two, I've gotten to focus more intensively on local and regional sustainability, climate, oil and gas, and transportation policy. I'm now eager to apply my passion and accumulated 30 years of public policymaking experience to leading SWEET. — Elise*

## Farewell — From Howard Geller, SWEEP Founder and Outgoing Executive Director

It is with a great deal of pride that I write this brief synopsis of what SWEEP has accomplished over the past 20 years. When I founded SWEEP two decades ago, the Southwest region was badly lagging with respect to energy efficiency policies and efforts. Policymakers by and large were unaware of the vast potential for cost-effective and environmentally beneficial energy efficiency upgrades.

With advocacy and support from SWEEP, states in the Southwest passed over 100 laws aimed at increasing energy efficiency in the buildings, transportation, and utility sectors during the past two decades. As a result, utilities greatly scaled up their energy efficiency programs, cities and states strengthened their building energy codes, states adopted energy efficiency standards for numerous products, financial incentives were put in place to encourage construction of highly energy-efficient buildings as well as purchase of EVs, and much more.

The results are noteworthy. Most recently, electric utilities in the region increased their funding for energy efficiency and load management programs to around \$390 million per year, nearly 20 times the level in 2001. The region avoided the need for nine large baseload power plants because of utility energy efficiency programs implemented over the past decade. As a result of these programs, households and businesses are expected to save around \$8 billion and utilities have already cut their carbon dioxide emissions by about 90 million tons.



Southwest states have adopted clean car standards, tax incentives to encourage EV purchases, state and utility funding for EV-charging infrastructure, and other policies to support the transition from petroleum-based vehicles to electric ones. There is still a long way to go, but Colorado, Arizona, Utah, and Nevada are now among the top 12 states with respect to EV market penetration.

Other policies enacted at the state or local level support construction of highly efficient new homes and buildings, building retrofits with an emphasis on residences occupied by income-challenged families, building electrification, industrial energy efficiency, and reduced vehicle use. Moreover, energy efficiency is no longer neglected by energy and environmental policymakers in the region. Energy efficiency plays a central role in virtually every state or local plan for achieving a deep reduction in greenhouse gas emissions.

As many followers of SWEEP's work know, I turned over the reins of leading SWEEP to Elise Jones this past February. It has been a great privilege to work with so many talented and dedicated staff, Board members, and collaborators over the past 20 years. I thank all of you, as well as those organizations and individuals who have funded our work. Together we have accomplished a great deal.

Of course, much more remains to be done. I have no doubt that SWEEP will continue to make a major contribution to the clean energy revolution both inside and outside of the Southwest. I look forward to observing the results, and if possible, lending a hand.

Howard Geller

## By-the-numbers from our work

SWEEP worked to improve the efficiency of the transportation system in the southwestern United States by accelerating the deployment of electric vehicles (EVs) and reducing overall transportation demand.

The results of our work are apparent in the market share of light-duty plug-in vehicles, which steadily increased from basically zero in 2010 to more than 2 percent in 2018 and 2020. Additionally, the number of charging ports installed per year has been increasing steadily by about 50 percent per year, paving the way to much larger deployments of electric cars and trucks.

### Energy efficiency jobs created in 2020 (Source: E4theFuture EE Jobs in America, direct or indirect)

AZ	44,782
CO	36,092
NM	6,099
NV	11,988
UT	32,483
WY	7,568
<b>Total</b>	<b>139,012</b>

**139,012**  
jobs created

### Electric energy savings (gigawatt hours)

AZ	938
CO	567
NM	145
NV	317
UT	277
WY	50
<b>Total</b>	<b>2294</b>

**2294**  
GWh saved

### Net program benefits (\$million)

AZ	468.4
CO	209.2
NM	61.8
NV	134
UT	70.6
WY	2.2
<b>Total</b>	<b>\$946.2 million</b>

**\$946**  
million dollars  
benefits

# Top 10 in 2020

## 1 Lower income households received increased energy efficiency support

The number of families struggling to pay energy bills surged due to the impacts of COVID-19. In 2020, utilities across the region stepped up their efforts to help lower income customers make energy efficiency improvements and thereby lower their utility bills.

## 2 Nevada Governor moved forward on clean cars

Governor Steve Sisolak announced that Nevada will begin a rulemaking to adopt the Clean Cars Program, a policy that would require automakers to build and deliver more efficient vehicles to Nevada including more plug-in electric cars and light trucks. Travis Madsen, SWEEP's Transportation Program Director noted, "This policy will replace oil produced in other states with electricity generated in Nevada – saving Nevadans billions of dollars, cleaning up our air, and helping to build back our economy even better than it was before the pandemic hit."

## 3 New Mexico updates building energy codes

The New Mexico Construction Industries Commission adopted the 2018 International Energy Conservation Code, with some New Mexico specific amendments. This new energy code will reduce energy use in new residential and commercial buildings by about 25 percent. Tammy Fiebelkorn, SWEEP's New Mexico Representative said, "Updating our energy code is one of the most important and effective things New Mexico can do to reduce its climate impact from the buildings sector."

## 4 Arizona Commission approves new energy efficiency plan for APS

The Arizona Corporation Commission (ACC) approved a new plan that will greatly expand the energy efficiency programs implemented by Arizona Public Service Company (APS). The new plan includes additional assistance to help income-challenged families upgrade the efficiency of their homes, expanded rebates for air conditioner replacement, and new incentives to assist businesses and public sector entities with energy efficiency upgrades.

## 5 Southwest utilities start promoting beneficial electrification in buildings and industry

Several utilities in the Southwest started providing incentives to encourage their customers to shift from natural gas-based space and water heating to high efficiency heat pumps. In Utah, both the gas utility (Dominion Energy Utah) and electric utility (Rocky Mountain Power (RMP)) received approval for such incentives. In Colorado, Xcel Energy started offering incentives as part of the utility's 2021-22 energy efficiency plan. And in Arizona, the Salt River Project began incentives for electrification projects undertaken by residential and business customers.

## 6 New Mexico commission approves new energy efficiency plan for PNM

The New Mexico Public Regulation Commission (NMPRC) approved a new plan for the Public Service Company of New Mexico's (PNM) energy efficiency and demand response programs during 2021-23. The plan scales up the utility's programs, with PNM striving to increase energy savings achieved by its customers by around 50 percent during 2021-23 compared to savings achieved from programs implemented during 2018-20.

## 7 Nevada finalizes lamp efficiency standards

Nevada approved a regulation requiring all general service lamps that are sold in the state starting in 2021 to meet or exceed an efficacy of 45 lumens per watt. This means that retail stores can no longer sell inefficient incandescent and halogen incandescent lamps in the covered lamp categories, meaning consumers will mostly purchase LED lamps.

## 8 Arizona Commission establishes 100% clean energy standards

The ACC approved new standards requiring the state's investor-owned electric utilities to be 100% carbon-free by 2050. In addition, the ACC adopted new energy efficiency standards requiring electric utilities to achieve at least 1.3% annual energy savings on average during 2021-30. Ellen Zuckerman, SWEEP's Utility Program Co-Director said, "Energy efficiency will take its rightful place as the least-cost resource to meet customer needs and spur economic growth."

## 9 Southwest states shine in ACEEE State Energy Efficiency Scorecard

Nevada was recognized as the Most Improved State in the 2020 State Energy Efficiency Scorecard released in December by the American Council for an Energy-Efficient Economy (ACEEE). New Mexico also significantly boosted its ranking in the 2020 Scorecard. And Colorado continued as the leader among Southwest states, moving up to 11th place in 2020.

## 10 Colorado commission approves Xcel Energy's transportation electrification plan

The Colorado Public Utilities Commission (PUC) approved Xcel Energy's first Transportation Electrification Plan. This landmark plan calls for Xcel investing \$107 million in electrification projects during 2021-23. Incentives will be offered in a range of areas, including for charging equipment installed in homes, apartment buildings and businesses, public direct current (DC) fast charging stations, and bus electrification.



# Arizona



2020 in Arizona saw APS step up its energy efficiency programs, with new programs and policies initiated to help many who have been suffering and struggling to pay bills during the COVID-19 pandemic.

In September, the ACC approved a new plan that will greatly expand the energy efficiency programs implemented by APS. The new plan includes: additional assistance to help income-challenged families upgrade the efficiency of their homes, expanded rebates for air conditioner installation and replacement, new incentives to assist businesses and public sector entities implement energy efficiency upgrades, and new beneficial electrification measures. This was a major step forward for Arizona, and SWEEP had a hand in helping the plan get passed by utility regulators.

The Salt River Project Board of Directors also approved budget expansions for demand-side management programs and transportation electrification initiatives in alignment with the utility's new 2035 commitments for energy effi-

ciency, demand response, EVs, and beneficial electrification. Thanks to this approval, Salt River Project began offering incentives for electrification projects undertaken by commercial and industrial customers, as well as for high efficiency heat pumps purchased by households.

Another win for Arizona in 2020 was when the ACC approved new standards for formal rulemaking that require Arizona's investor-owned electric utilities to be 100 percent carbon-free by 2050 and also to meet benchmarks along the way. The ACC also adopted new energy efficiency standards requiring electric utilities to achieve at least 1.3% annual energy savings on average during 2021-30.

Meanwhile, thanks to an ACC directive that SWEEP championed and secured, Arizona's investor-owned utilities took steps to draft a statewide transportation electrification plan that outlines the goals and opportunities to advance EVs in the state. According to SWEEP analysis, Arizona stands to reap billions from greater deployment of EVs.

“

Energy efficiency in Arizona has more than delivered on its promises to reduce costs, create jobs, strengthen our economy and ensure we have cleaner air and water, which leads to healthier communities.”

– Ellen Zuckerman, SWEEP Utility Program Co-Director

APS commits to 45% renewables by 2030



Tucson Electric Power plans to end use of coal-generated electricity by 2032



Arizona regulators take major step toward 100% carbon-free mandate for utilities



# Colorado



SWEEP's work in Colorado continued to be effective in 2020, and the state moved up to 11th place in ACEEE's State Energy Efficiency Scorecard — leading the region and achieving its highest ranking ever.

On the building electrification side, Colorado joined a growing number of states in boosting energy efficiency in new affordable housing. The state's Qualified Allocation Plan (QAP) was updated to include more energy efficiency in the original guiding principles. SWEEP and its partners were successful in adding energy efficiency into these updates, specifically "affordable housing constructed and certified to advanced energy performance standards such as Zero Energy Ready Homes, Passive House Institute US, or Passive House Institute." The QAP also requires all applicants to pursue energy efficiency certification at a minimum of the latest Enterprise Green Communities, National Green Building Standards, or LEED, as well as provide 10% EV ready parking spaces. This new guiding principle paid off in encouraging more efficiency.

In Denver, the city started piloting a new stretch code program that has long been championed by the SWEEP buildings team. During 2019, SWEEP was active in the development of the new Denver codes including the voluntary Green Stretch Code. Implemented in 2020, the stretch code provides for reduced permit fees and an accelerated permitting process for buildings that build significantly above the minimum code. The pilot project was kicked off in 2020 with five select buildings constructed to Denver's new voluntary Green Code, if they build LEED Platinum, net zero, or Passive House. An additional five affordable housing projects will also receive the incentives and expedited assistance in the pilot.

Summit County completed development of the Summit County Sustainable Building Code in 2020. SWEEP participated in the process during 2018 and 2019, and additions to the codes include EV charging infrastructure for commercial buildings, and multi-family and single-family homes. Single family homes will include EV wiring to the parking area. And commercial buildings must be at least 10% more efficient depending upon the selected compliance path.

The City of Boulder, Colorado updated the city's building energy codes in 2020, as the city has been on a glide path to zero net energy buildings and these updates continue its advancement in building efficiency. Additions include adding EV charging requirements for commercial and residential buildings, new construction including lighting efficiency for interior plant growth, solar readiness, and building performance requirements.

At the Colorado PUC, default time-of-use (TOU) rates for all residential customers was approved in 2020. Beginning in 2022, all residential customers will move to TOU rates. They provide incentives for customers to reduce energy usage during times of grid stress and can promote decarbonization and beneficial electrification. The PUC also approved Xcel Energy's 2021-22 demand-side management (DSM) Plan with the highest levels of electric and gas savings ever for the utility. SWEEP's work on the Plan was completed in 2020 and includes support for beneficial electrification measures for the first time and dramatically increases funding for low-income energy efficiency programs.

Three cities in Colorado were designated as GoEV Cities in 2020: Boulder, Golden, and Fort Collins. The GoEV Cities campaign is a joint effort SWEEP and numerous partners. Modeled after the Ready for 100 renewable energy campaign, the GoEV Cities effort encourages local governments to accelerate the transition to EVs through fleet replacement programs, support for zero emission buses, installation of EV charging stations, support for EV purchases by residents, and other locally-selected activities.

And in December, the Colorado PUC approved Xcel Energy's first Transportation Electrification Plan. This landmark plan calls for Xcel investing \$107 million in electrification projects during 2021-23. Incentives will be offered in a range of areas including for charging equipment installed in homes, apartment buildings and businesses, public DC fast charging stations, and bus electrification. Higher incentive levels will be offered to facilitate EV purchases by income-challenged families and communities exposed to high levels of air pollution.

“

Going bigger on EVs is better. We are wasting tons of energy and causing a great deal of harmful pollution by using petroleum to get around. The more Xcel can do to shift Colorado to cleaner and more efficient forms of transportation, the larger the benefits will be for everyone.”

– Travis Madsen, SWEEP Transportation Program Director

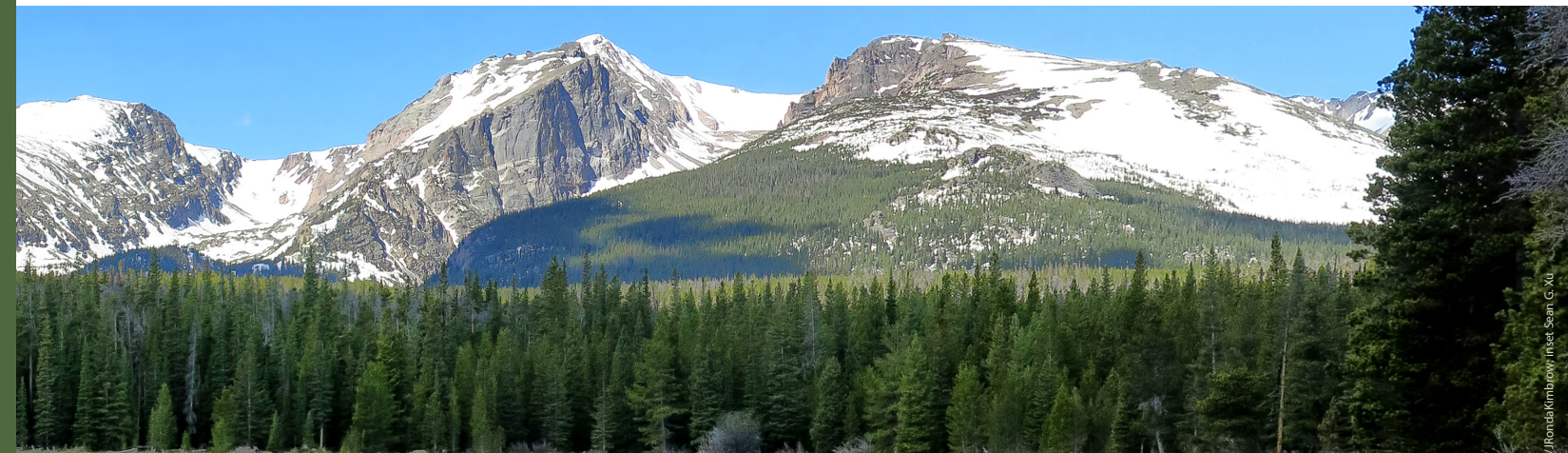
Colorado regulators give Xcel Energy green light to invest in electric transportation



Cleaner air in Colorado by 2050? Roadmap to achieve it released by Gov. Polis and state agencies



Colorado Officials Approve Company's Plan for Electric Cars





# New Mexico



New Mexico PNM's new energy efficiency plan was adopted in response to legislation passed in 2019 and approved by the NMPRC in October 2020. PNM's plan contains a 50% increase in savings, with a large increase in provisions for low-income programs, and 2020 saw significant progress on energy efficiency and clean transportation in the state. New Mexico's ranking in ACEEE's State Energy Efficiency Scorecard jumped from 33rd place in 2019 to 24th in 2020.

Other increases in low-income energy efficiency include a pilot project in the South Valley of Albuquerque that provided energy efficiency services to over 300 homes in one of the most poverty-stricken areas in the metro area. SWEEP facilitated PNM's involvement in this program to expand services and maximize benefits to the participating residents. We were also successful in securing an \$100,000 appropriation from the Albuquerque City Council to expand this low-income project to the International District and allow for even more services per household. Additionally, SWEEP secured funding for an Energy Burden Map of the entire State of New Mexico. This Greenlink Equity Map has been invaluable in interactions with elected officials to show the immense need statewide for low-income energy efficiency assistance.

SWEEP led successful campaigns to update the New Mexico Energy Conservation Code and the Albuquerque Energy Conservation Code. These new codes, both adopted in August 2020, will improve the efficiency of new buildings by an average of 25%. Prior to this update, both entities were still using the 2009 energy code.

A second round of Volkswagen Settlement funding was conducted in 2020, resulting in 116 new public charging stations being funded statewide. This is a major step towards statewide coverage for EV charging. PNM and SPS filed their transportation electrification plans with NMPRC. SWEEP was instrumental in the passage of the legislation requiring these plans and we participated in the public stakeholder processes to develop the two plans. We expect these plans to be approved in 2021. And in February, SWEEP released a report showing more than \$20 billion in potential benefits from widespread electrification of passenger vehicles, highlighting the importance of following through with strong policy.

Finally, the NMPRC approved replacement of the electricity that PNM receives from the San Juan Generating Station with a combination of solar generation, energy storage, and demand response. The portfolio of resources was developed by SWEEP and other members of the Coalition for Clean Affordable Energy and included 650 megawatts (MW) of solar generation, 340 MW of energy storage, and 24 MW of demand response.

“

Updating our energy code is one of the most important and effective things New Mexico can do to reduce its climate impact from the buildings sector.”

– Tammy Fiebelkorn, SWEEP New Mexico Representative

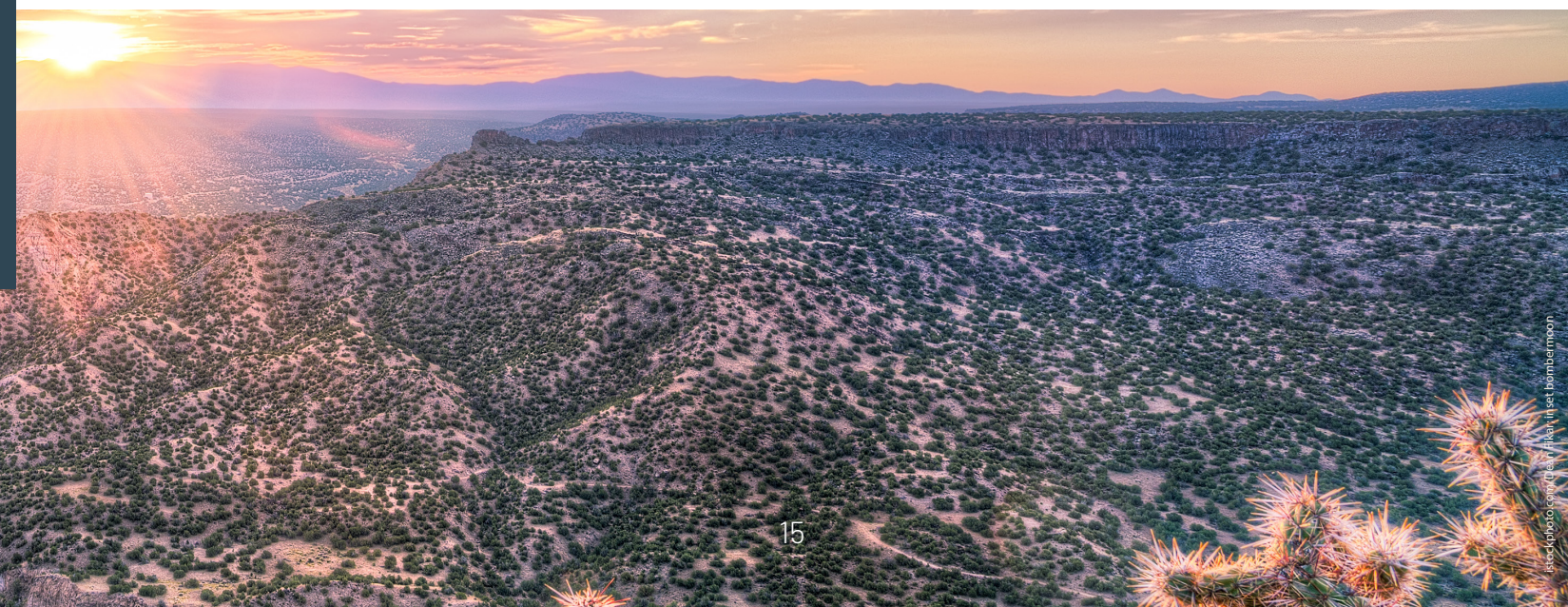
New Mexico utility replacing coal plant with solar + storage portfolio



New Mexico PRC Approves New Energy Efficiency Plan for PNM



It's time to update New Mexico's energy codes





# Utah



In Utah, staff from Utah Clean Energy (UCE) serve as SWEEP's on-the-ground representatives and work closely with SWEEP's program staff. 2020 saw big wins for energy innovation in the state, with progress on home energy transparency, battery storage, building electrification, zero energy buildings, and electrified transportation.

UCE continued to shape utility DSM programs through RMP's DSM Advisory Group, their DSM Steering Committee, and Dominion Energy's ThermWise Advisory Group. They supported RMP's proposal to develop a battery storage demand response program for Utah residents and businesses. RMP's goal is to achieve 100 MW of battery demand response capacity by 2029. In September 2020, the Utah Public Service Commission (PSC) approved RMP's proposal.

UCE and SWEEP worked to advance building electrification through new utility-sponsored heat pump incentives. At the PSC, the two organizations advocated in favor of new incentives for air source heat pumps and ground source heat pumps proposed by RMP, as well as dual fuel heat pumps proposed by RMP and Dominion Energy. All proposed incentives were approved in November 2020.

UCE continued to work strategically and creatively to advance building energy efficiency policies and solutions, including through state policy and a collaborative effort to advocate for a new net zero commercial building incentive. In 2020, they created a coalition of architects, engineers, commercial real estate professionals, and local and state government facility owners and managers to advocate for

a new utility-sponsored commercial building incentive program. In 2021, UCE will lead the coalition to advocate that RMP launch a new "Path to Net Zero" program with robust technical support and financial incentives. We anticipate that PNM will kick this new program off in early 2022.

In 2020 UCE played a leading role in kick-starting a state-wide effort for home energy scoring. They worked closely with key stakeholders and policymakers to provide support and technical assistance for House Bill 235, which was passed in March 2020. The bill creates a technical advisory committee that will help shape model rules for a home energy scoring pilot program in Utah.

UCE also supported two pieces of legislation to grow EV infrastructure through EV rate designs and EV planning, and authorization for RMP to invest \$50 million in expanding Utah's EV infrastructure. To help grow the amount of funding for EV infrastructure in Utah, UCE supported legislation to allow RMP to collect up to \$50 million in ratepayer funds to support EV infrastructure and charging stations for customers through a program to be approved by the PSC. It will also allow RMP to develop a new utility rate to charge customers for using electric charging stations. In coordination with SWEEP's Transportation Programs staff, UCE will advocate for rapid and impactful implementation of this bill.

Lastly, UCE supported an EV Charging Network bill to require the Utah Department of Transportation to develop a statewide plan for an EV charging network. The bill passed and was signed into law in March 2020. UCE requested a role in helping to shape the plan to help ensure that social equity is a consideration in the location of charging stations, especially in areas where EV charging is not abundant.

See more from Utah Clean Energy: [utahcleanenergy.org](http://utahcleanenergy.org)

Utahns sign compact committing to pollution, climate change mitigation



Powering the Future with Renewable Energy



Park City, Summit County, PCMR and Deer Valley set to power their operations with solar energy starting in 2023



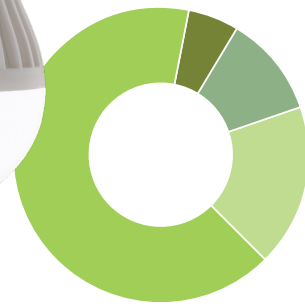
## Financials



### 2020 REVENUES

Grants & Contributions	\$973,248
Contracts	\$80,513
Memberships	\$162,092
Other*	\$262,808
<b>TOTAL</b>	<b>\$1,478,661</b>

\* Includes Paycheck Protection Program Grant



### 2020 EXPENSES

Programs	\$1,453,185
General & Administrative	\$368,289
Fundraising	\$104,284
<b>TOTAL</b>	<b>\$1,925,758</b>



## Staff



Elise Jones  
Executive Director

Justin Brant  
Utility Program Co-Director

Christine Brinker  
Senior Associate Buildings Efficiency Program

Angie Dykema  
Nevada Representative

Kevin Emerson\*  
UCE Senior Policy and Regulatory Associate

Tammy Fiebelkorn  
New Mexico Representative

Matt Frommer  
Senior Transportation Associate

Kirsten Frysinger  
Operations Director

Howard Geller  
Senior Policy Advisor

Neil Kolwey  
Industrial Program Director

Travis Madsen  
Transportation Program Director

Jim Meyers  
Buildings Program Director

Caryn Potter  
Utility Program Manager

Josh Valentine  
Communications Director

Sarah Wright\*  
UCE Executive Director

Ellen Zuckerman  
Utility Program Co-Director

\* SWEEP partners with Utah Clean Energy (UCE) on energy efficiency matters in Utah. In this capacity, UCE Executive Director Sarah Wright and Senior Policy and Regulatory Associate Kevin Emerson serve as SWEEP's Utah representatives.

## Board



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Director of Governmental and Regulatory Affairs  
Associate General Counsel, Johns Manville  
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Sue Reilly, Vice-Chair  
Principal, Group 14 Engineering • Denver, Colorado

Patricia Rodriguez, Treasurer  
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Executive Manager, Partnership Development for the  
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Mary Caulkins  
Caulkins Family Foundation

Howard Geller  
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Michael Orton  
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Salt Lake City, Utah

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President, ACS Energy • Highlands Ranch, Colorado

Daniel Sperling  
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University of California, Davis • Davis, California

Brody Wilson, P.E.  
Manager, Global Energy and Environment • IBM  
Boulder, Colorado

Cynthia Zwick  
Executive Director, Wildfire • Phoenix, Arizona

## Allies



ACEEE, American Council for Energy Efficiency

ADM, Energy Research and Evaluation

AMCA International

American Chemistry Council

APEX Analytics

Bigdely

Cascade Energy

Charge Point

CLEARresult

Daikin

DNV

E4 The Future

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