



The Center for the New Energy Economy

Investing in the *New Energy Economy*

Who We Are

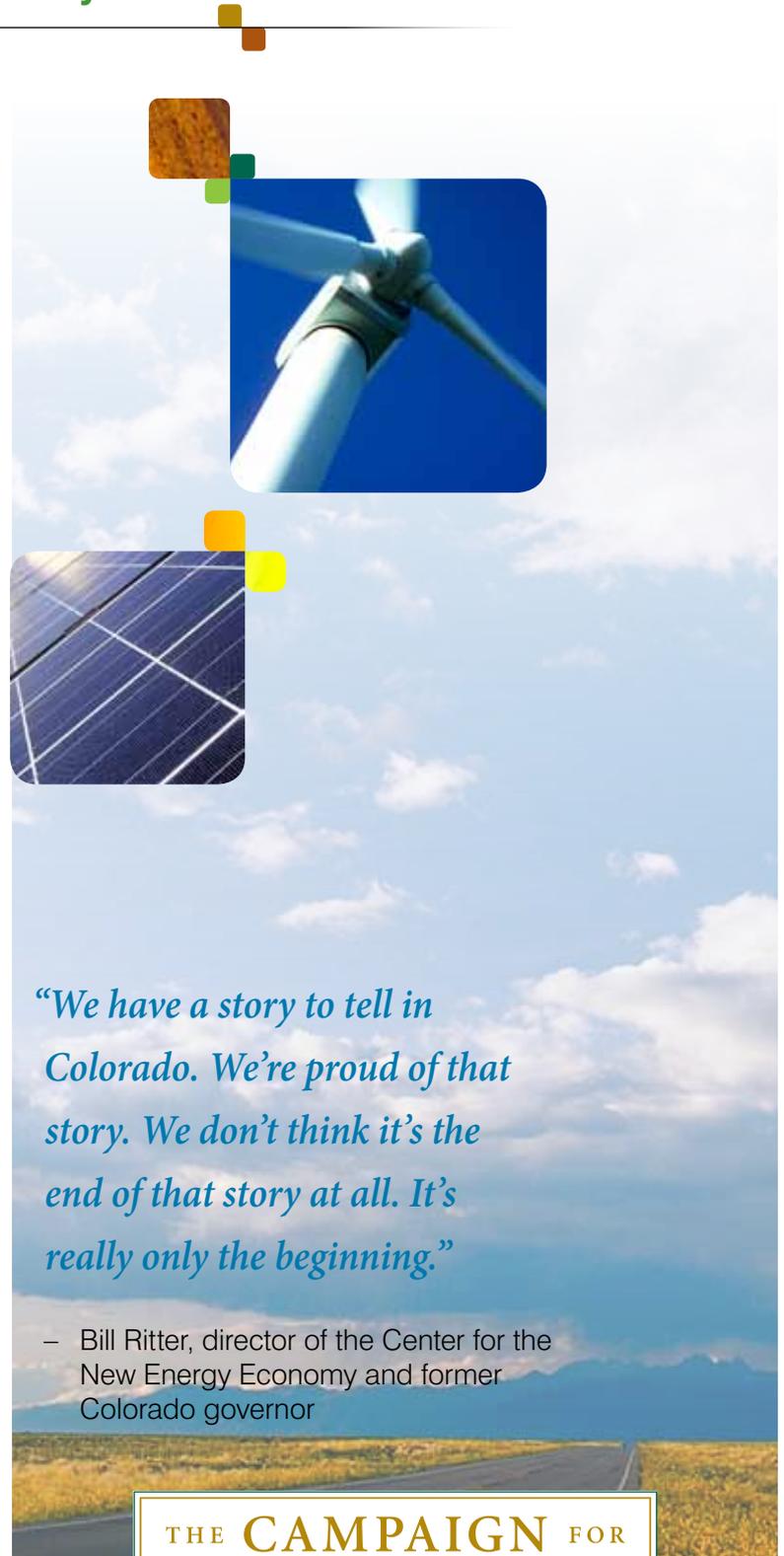
Founded in February 2011, the Center for the New Energy Economy is a privately funded initiative to support the growth of a clean-energy economy across the United States. The Center at Colorado State University is led by former Colorado Gov. Bill Ritter, who is assisted by some of the nation's most important thought leaders in clean-energy research, development, and commercialization. The Center works directly with governors, legislators, regulators, planners, policymakers, and other decision makers, providing technical assistance to help them create the policies and practices that will facilitate America's transition to a clean-energy economy. The mission of the Center is to incorporate best practices from around the nation and world to accelerate the development of a New Energy Economy.

Our Focus

The Center defines "clean energy" as technologies and resources whose life-cycle impacts are beneficial to national security, economic vitality, energy supply sustainability, environmental health, public health, the reduction of greenhouse gas emissions, the conservation and restoration of ecosystem services, social equity, high-quality jobs, and wise use of water and other critical natural resources.

Our Mission

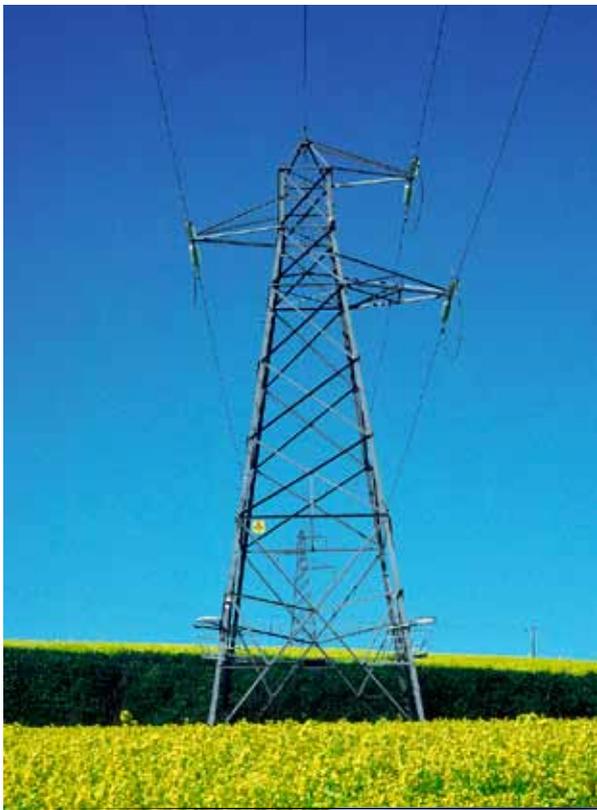
The Center for the New Energy Economy provides policymakers, governors, planners, and other decision makers with a plan to accelerate the nationwide development of the New Energy Economy – one that: creates and keeps jobs in the United States; encourages clean and affordable domestic energy; protects our environment and climate; keeps America at the forefront of global competition; and helps guide the country along the road to a more secure, stable, sustainable, and affordable energy future.



“We have a story to tell in Colorado. We’re proud of that story. We don’t think it’s the end of that story at all. It’s really only the beginning.”

– Bill Ritter, director of the Center for the New Energy Economy and former Colorado governor

THE **CAMPAIGN** FOR
Colorado State University



How We Help States

The Center assists state governments by providing a road map to accelerate their state's development in the New Energy Economy. The Center's guidance could be critical to creating or sustaining state and local policies that support clean-energy development and stimulate job creation. Among the factors the Center can evaluate are:

- Availability of energy resources, including renewable energy, natural gas, and energy-efficiency opportunities.
- Current energy resource mix and utility infrastructure.
- Existing state and local policies, including statutes, incentive structures, and regulations.
- High-level political support for developing or sustaining policies that create an environment for clean industries and jobs.
- Regulatory structure and opportunities for development of complementary regulatory policies to advance objectives.
- Number of existing companies that would benefit from a more robust clean-energy economy.

The Center's assistance will be tailored to the opportunities, needs, and conditions in each client state. Generally, this assistance will consist of one or more of the following:

- Consultation with governors, legislators, regulators, and opinion leaders to advise them on policy improvements and how to achieve them.
- Identification and coordination with stakeholders and advocates to leverage support "on the ground" within states.
- Assistance in developing policy, programmatic, and procedural "road maps" to clean-energy development, building on and better coordinating policies already in place.

Benefits of a Successful *New Energy Economy*



Growth

Attract new energy businesses that will provide jobs and lay the foundation for long-term economic growth



Stability

Encourage clean and affordable domestic energy



Protection

Protect our natural ecosystems and combat the rising threat of climate change



Innovation

Keep America on the cutting edge of global competition



Leadership

Guide the country along the road to a more secure, stable, sustainable, and affordable energy future

Center Funding

The Center for the New Energy Economy, including salaries, is completely funded by private support, initially from the San Francisco-based Energy Foundation and the Fort Collins-Colo.-based Bohemian Foundation. The Center has gained recognition as a leading nonpartisan organization, and respected organizations such as the Rockefeller Brothers Fund, Argosy Foundation, Lance Armstrong Foundation, and others have invested in its mission. All monies are directed through the Colorado State University Foundation, a 501(c)(3) organization.

The Center is supported by a pool of experts contracted as needed to provide customized technical assistance to the executive, legislative, and regulatory branches of state governments. The pool includes experts in public policy, administration, and regulation.

For more detailed information, please see "Center Funding Guidelines" attachment.

Background

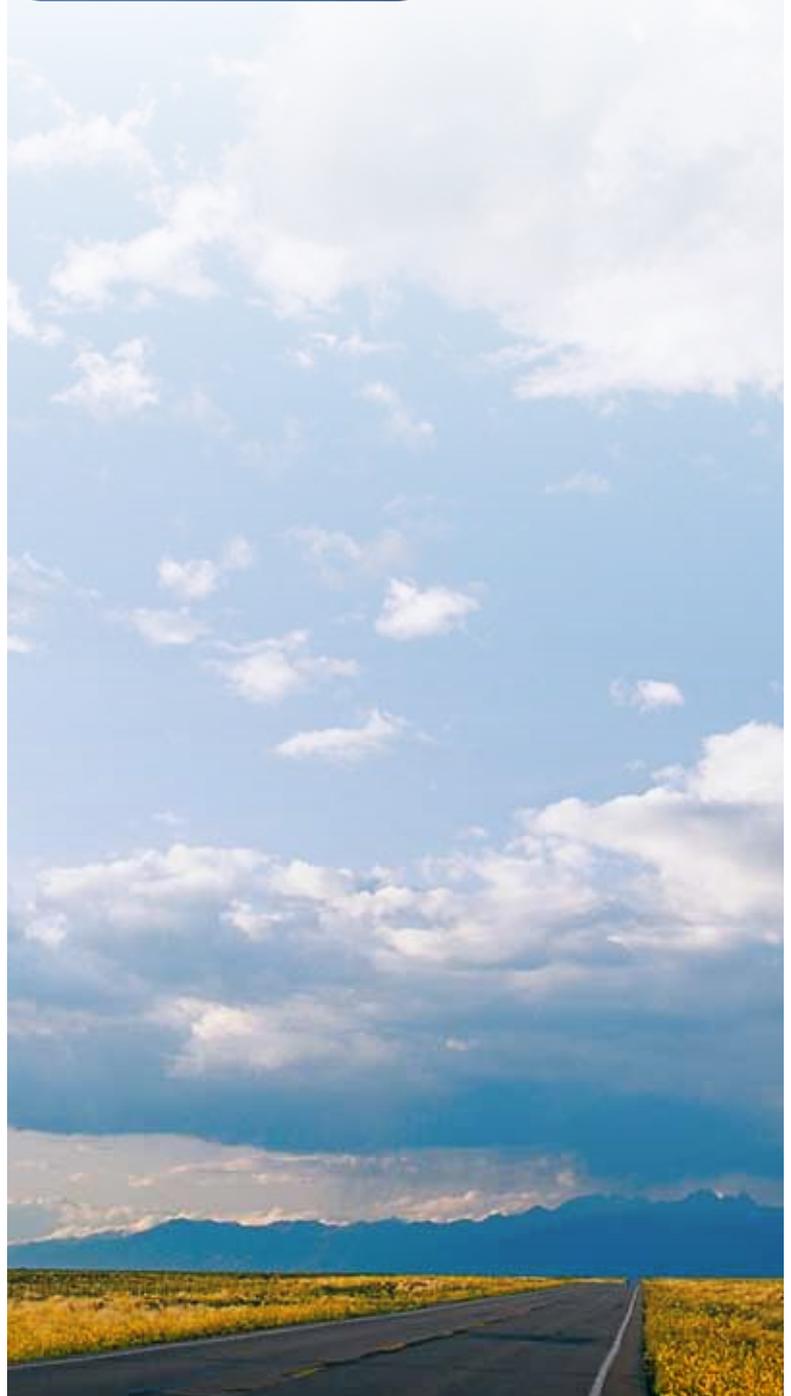
Despite the lingering effects of the Great Recession, private investment in clean energy continued to rise in the United States in 2010, totaling \$34 billion, up 51 percent from 2009. In many states, new clean-energy jobs significantly outperformed job growth in the economy as a whole. More investment capital is waiting on the sidelines for consistent public policies that support clean energy.

According to Brookings Institution, the clean economy employs 2.7 million workers, encompassing a significant number of jobs in establishments spread across a diverse group of industries. Today's clean-economy businesses added a half-million jobs between 2003 and 2010, expanding at an annual rate of 3.4 percent.

However, clean-energy investments in the United States are beginning to fall behind other nations. Until 2008, the United States led the world; now the U.S. is ranked third among G20 nations, behind China and Germany.

A new study by the Pew Charitable Trusts found that the high level of clean-energy investment in China and Germany is not due to cheap labor but to supportive energy policies. Both countries have set requirements for clean-energy production and have implemented policies to support those goals. These examples illustrate the critical role public policies play in encouraging the growth of clean-energy jobs and businesses.

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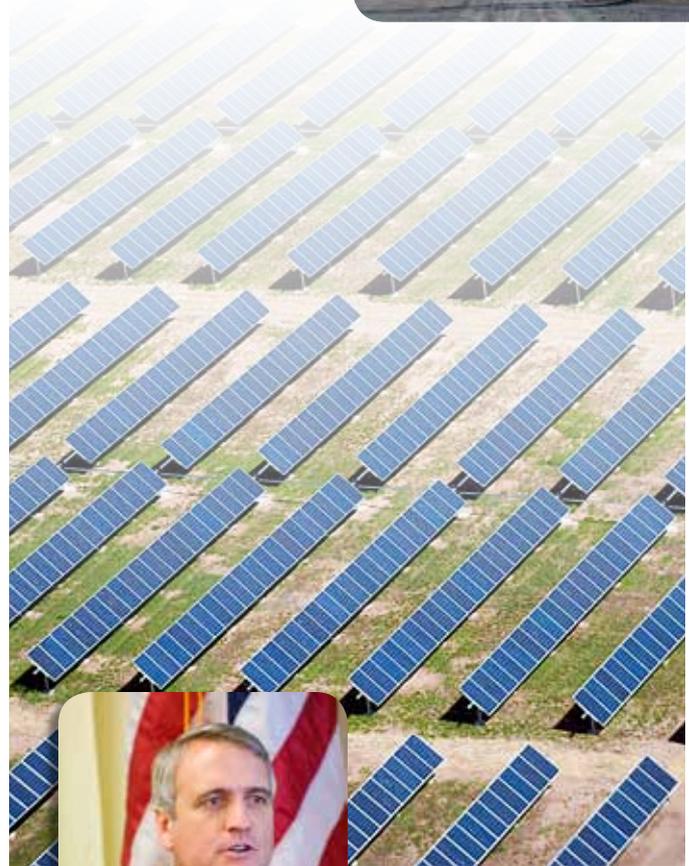
Members of the U.S. Congress are proposing legislation to spur these investments. However national policy evolves, states and localities will continue to play an indispensable role in the evolution of a New Energy Economy. Much of the authority to support clean-energy development is controlled by state and local governments, from electric and gas utility regulation and urban planning, to energy building codes, transportation investments, and state and local tax policies.

Some states are already demonstrating the job-creating power of clean energy, including the exemplary efforts over the past four years in Colorado. Former Gov. Ritter made the development of a clean-energy economy a central plank in his election campaign and a top priority of his administration. During his term in office, Gov. Ritter signed 57 clean-energy bills into law. Among them was a requirement that Colorado generate 30 percent of its electricity from wind and solar technologies by 2020, one of the highest standards of its kind in the nation. Another bill established the nation's first statutory plan to convert old coal plants to natural gas.

Under Gov. Ritter, Colorado built a New Energy Economy that created jobs, increased energy security, and kept Colorado and the United States competitive with a world moving quickly to adopt cleaner, renewable, and homegrown sources of energy.

Through policies, vision, and action, Colorado has become a national leader in charting a new energy future. Colorado broadcast its vision to the world, signaling to researchers, entrepreneurs, executives, and investors that the state supported their clean-energy and energy-conservation work, and they could find a home in the Rocky Mountains.

Due in large part to state government's support of a progressive business climate, Colorado has attracted 1,500 clean-energy companies and now has the fourth-highest concentration of clean-energy workers in the nation. The state's clean-tech sector has grown 16 percent, and Colorado has become one of the nation's principal beneficiaries of venture capital for clean technology.



Center for the *New Energy Economy*

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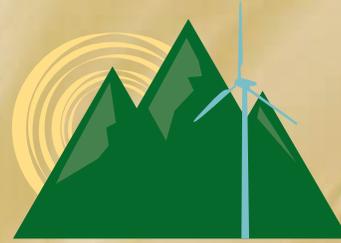
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The Center for the New Energy Economy



The Center's Thought Leaders

A principal asset for the Center is former Colorado Gov. Bill Ritter's experience as a national leader in developing and administering the policies that facilitate clean-energy development, his understanding of the opportunities and challenges political leaders face in this process, and his extensive network of relationships with current and former state leaders and national organizations.

Another important asset is the Center's position within the School of Global Environmental Sustainability at Colorado State University, a world leader in energy research that promotes environmental sustainability and economic development. The School focuses the education and research capabilities of CSU's eight colleges, ranging from the Warner College of Natural Resources to the College of Business. This wide range of expertise allows the School to address a comprehensive set of sustainable development issues such as food security, poverty, inequality, water management, industrial ecology, sustainable engineering, and urbanization. From its position within the School, the Center for the New Energy Economy has access to students, faculty, and researchers, and to CSU's sophisticated tools for modeling the job and economic impacts of energy policies.

www.soges.colostate.edu

In addition, Gov. Ritter has close working relationships with several other institutions within Colorado's exceptional cluster of world-class clean-energy expertise. Among these are the U.S. Department of Energy's Joint Institute for Strategic Energy Analysis, the National Center for Atmospheric Research, and the Colorado Renewable Energy Collaboratory – a consortium of four leading research institutions (CSU, University of Colorado Boulder, Colorado School of Mines, and National Research Energy Laboratory) that works with industry and public agencies to accelerate the commercialization of renewable energy, energy efficiency, and energy-management technologies.





Director

Bill Ritter (Bill.Ritter@colostate.edu) was elected Colorado's 41st governor in 2006 – the first Colorado-born governor in more than 35 years. He quickly established Colorado as a national and international leader in clean energy by creating a New

Energy Economy and tripling the state's renewable energy portfolio. In a state with substantial fossil energy as well as renewable energy resources, Ritter created policies that balanced energy production with protection of air, land, water, wildlife, and communities. Ritter also worked on creating a 21st-century transportation system in Colorado.

In Ritter's four years as governor, he built the New Energy Economy that created thousands of new jobs and established hundreds of new companies; enacted an aggressive business-development and job-creation agenda focused on the knowledge-based industries of the future, such as energy, aerospace, biosciences, information technology, and tourism; initiated sweeping K-12 education reforms to give Colorado children the skills and knowledge they need to compete and succeed in a 21st-century global economy; and improved access to quality, affordable health care for many of the 800,000 Coloradans without coverage.



Assistant Director

Maury Dobbie's (Maury.Dobbie@colostate.edu) entrepreneurial career began when she was 19 years old. Since then, she has founded and operated six diverse companies, holding CEO or principal positions. Formerly, Dobbie

was president/CEO of a regional not-for-profit economic development corporation in Northern Colorado. Her varied background offers wide expertise and understanding of solving complex issues in order to accomplish the necessary outcomes.

Dobbie served on the board of the Northern Colorado Clean Energy Cluster and has been a part of Colorado's New Energy Economy movement for years. She worked with industry partners in developing CSU's Systems Engineering Program and Front Range Community College's Clean Tech Certification Program. Dobbie contributed to the team that wrote, produced, and received a \$6 million New Energy Economy workforce training grant through the Colorado Department of Labor.

Senior Policy Adviser

Tom Plant (Tom.Plant@colostate.edu) served as the director of the Governor's Energy Office in the Ritter administration, with principal responsibility of developing and implementing the governor's policies for a New Energy Economy. He was

Colorado House District 13 representative, 1998-2006, including two years as chair of the House Appropriations committee and one year as chair of the Joint Budget Committee. Among the key pieces of legislation he sponsored were the Colorado Renewable Energy Act and energy-efficiency tax-incentive legislation. He was named Legislator of the Year by organizations such as the University of Colorado and the Sierra Club of Colorado; was the recipient of Colorado Conservation Voters' "Green Sense Award for Environmental Leadership"; and received the "Champion of the Family Farmer" award from the Rocky Mountain Farmers' Union. While in the Legislature, Plant was executive director of the nonprofit Center for ReSource Conservation in Boulder, Colo.

Plant worked in the climate change department of the Union of Concerned Scientists in Washington, D.C. At UCS, he explored the causes of global climate change and examined transportation and energy solutions to reduce emissions contributing to climate change. Prior to UCS, he was an exploration geologist.



Senior Policy Adviser

Ronald Binz (rbinz@rbinz.com) is the immediate past chairman of the Colorado Public Utilities Commission, appointed to that post by Gov. Ritter in January 2007. As chair, Binz led the Colorado PUC in implementing the many policy changes championed by the governor and state Legislature to bring forward Colorado's New Energy Economy.

Binz was very active among state regulators, serving as the chair of the Task Force on Climate Policy of the National Association of Regulatory Utility Commissioners, and served on NARUC's Energy Resources and Environment Committee and International Relations Committee.

Prior to his appointment, Binz was president of Public Policy Consulting, a consultancy specializing in policy and regulatory issues in the telecommunications and energy industries. In the course of his career, he has testified as an expert witness in regulatory cases in 15 states, and been invited to testify before congressional committees on 16 occasions.

