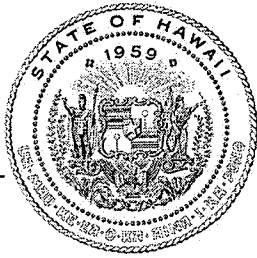


HCR 178



**DEPARTMENT OF BUSINESS,
ECONOMIC DEVELOPMENT & TOURISM**

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Statement of
THEODORE E. LIU
Director

Department of Business, Economic Development, and Tourism
before the

COMMITTEE ON ENERGY AND ENVIRONMENT

April 12, 2010
10:05 a.m.

State Capitol, Conference Room 225

in consideration of

HCR 178/ HR 113

**RECOGNIZING OCTOBER AS ENERGY AWARENESS MONTH IN
HAWAII.**

Chair Gabbard, Vice Chair English, and Members of the Senate Committee on Energy and Environment. The Department of Business, Economic Development, and Tourism (DBEDT) supports the intent of HCR 178/ HR 113, and concurs that we should recognize October as Energy Awareness Month in Hawaii.

The economic security of the State of Hawaii is extremely vulnerable to our overdependence on imported oil. Today, Hawai'i still relies on imported petroleum for about 86 percent of its primary energy. Most oil is from foreign nations, with a significant and growing percentage from politically unstable regions. This impacts Hawaii's residents as we are paying among the nation's highest prices for electricity and fuel.

We spent approximately \$7 billion outside Hawaii to meet our energy needs. That's money that could be spent investing in our keiki and helping Hawaii's families with jobs. The impact of reducing our oil dependence and its consequent price volatility; and attaining a measure of energy security is a major goal and even more critical to our state's economic and environmental well-being.

The state is addressing this vulnerability through the Hawaii Clean Energy Initiative (HCEI), a partnership between the State of Hawaii and the U.S. Department of Energy, aimed at providing 70 percent of Hawaii's energy from efficiency and renewables by 2030.

We support House Concurrent Resolution 178 recognizing October as Energy Awareness Month in Hawaii. DBEDT's State Energy Office reaffirms our commitment and will continue to work with individuals, community organizations, businesses, educators, and the public, not **just** in the month of October, but throughout the year, to increase energy awareness, reduce energy consumption, develop innovation in energy technology; and generate business and job opportunities in Hawaii.

Through collaborative community, education, government, business, and military partnerships, we will continue our vigorous outreach and education efforts this year. This includes participation in over 50 energy-related public workshops, conferences, seminars, school presentations; strengthening partnerships with USDA and U.S. Dept. of Navy to help our local agricultural industry develop advanced biofuels; generate business-to-business opportunities in Hawaii via the Asia-Pacific Clean Energy Summit and Expo (August 20-September 2); participate in HCEI public events during Energy Awareness Month; as well as many other outreach activities statewide.

We must take advantage of Hawaii's natural resources such as abundant sunshine, strong trade winds, surrounding ocean, geothermal activity; and coupled with technology that is readily available, Hawaii has the potential to reduce our dependence on imported oil.

The people of Hawaii also have an important role to play in helping to achieve our clean energy goal by using energy more efficiently (i.e., turning off lights, purchasing energy efficient appliances, carpooling, etc.) at home, on the road, in our schools and at work.

Hawaii is a clean energy model for the rest of the nation through demonstrated leadership and a commitment to transform our energy policy and regulatory framework. We must continue to make investments in energy efficiency and renewable energy technologies because the payoff in the end will benefit Hawaii's families and move our state towards a sustainable energy future.

Thank you for the opportunity to offer these comments on this resolution.

Testimony Before the Senate Committee

On

Energy and Environment

April 12, 2010 (10:05 a.m.)

**HCR 178 (HSCR 1029-10)
Recognizing October as
Energy Awareness Month in Hawaii**

**By: Ka'iulani de Silva
Education and Consumer Affairs Department
Hawaiian Electric Company**

Chair Gabbard, Vice Chair English, and Members of the Committee:

My name is Ka'iulani de Silva, and I am the Director of Education and Consumer Affairs for Hawaiian Electric Company. I appreciate the opportunity to present testimony in support of HCR 178 (HSCR 1029-10), designating October as Energy Awareness Month in Hawaii.

For the past six years, Hawaiian Electric Company has recognized National Energy Awareness Month in October with a signature event called "Live Energy Lite" that encourages conservation of our resources while moving towards a clean energy future for Hawaii. The family event aims to educate and enlighten the public about energy issues and solutions that will reduce energy use, save money and preserve the environment. Hawaiian Electric sponsors the event and invites utilities and organizations such as The Gas Company, Department of Business, Economic Development and Tourism, Board of Water Supply, Hawaii Energy Efficiency Program, Hawaii Solar Energy Association, Malama Learning Center and many more.

We support the recognition of the importance of clean energy in our lives and our economy by designating October as Energy Awareness Month in Hawaii.

Thank you for this opportunity to testify.