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**WGA report cites energy efficiency measures  
critical to meeting energy demand along the U.S. -  
Mexico border**

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**ALBUQUERQUE** - It is critical that energy efficiency measures be implemented along the U.S.-Mexico border to meet growing demands that cannot be addressed in the time it takes to build new generating capacity, according to a new Western Governors' Association report.

The report was released at a WGA-sponsored North American Energy Summit, being held through Friday in Albuquerque. One of the Summit's goals is to identify how the U.S., Canada and Mexico can work together to meet our energy needs in an environmentally responsible manner.

"This report creates a blueprint for making energy efficiency a significant part of the West's energy policies, whether in the United States or Mexico," said Gov. Janet Napolitano of Arizona. "In Mexico alone, the current generating capacity is expected to be sufficient to meet demand only through the next three years."

Given the need to plan appropriately and raise financing, additional renewable and fossil-fuel generating capacity will not come online rapidly enough to meet energy demand that is increasing at an annual rate of 5.6 percent in Mexico and approximately 3 percent in the United States

The report, "Energy Efficiency in the Border Region: A Market Approach," reviews the economic sectors that can yield significant energy savings through the application of energy efficiency measures.

For example, the cities of Matamoros, Ciudad Juarez, and Tijuana could see up to \$17.1 million

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in energy costs savings, representing 326,000 megawatts of power, through energy efficiency measures implemented by area electronics, furniture, and automotive products companies.

A comparable study by the Southwest Energy Efficiency Project found that individual and commercial consumers in this fast growing region could save \$8.4 billion in energy costs from 2003 - 2020 if energy efficient measures are used in constructing new buildings.

The measures include installing cost-effective lighting and heating or ventilation and air conditioning systems, which could yield an average 26 percent savings on energy bills. The report noted that energy efficiency measures can not only pay for themselves over time but also lower the bottom-line costs for businesses, which increases profits.

Contributors to the report, funded primarily by the U.S. Environmental Protection Agency, included staff from the New Mexico Energy, Minerals and Natural Resources Department, the California Energy Commission, the Texas General Land Office, the National Commission on Energy Savings in Mexico, the Baja California Department of Economic Development, and the Tijuana Economic Development Corp.

Future actions to implement the strategies outlined in the report will require cooperation between federal and state offices on both sides of the border. WGA will continue to work on this project. A nonprofit organization called the Border Energy Project also is working on helping businesses address energy uses. A Border Energy Forum is set for Oct. 21-22, 2004, in Tijuana, Baja California, Mexico, to further explore these issues.

A copy of the report and an agenda for the Energy Summit are available on the Web at [www.westgov.org](http://www.westgov.org). The Western Governors' Association is an independent, nonprofit organization representing the governors of 18 states and three U.S.-flag islands in the Pacific. Through their Association, the governors identify and address key policy and governance issues in natural resources, the environment, human services, economic development, international relations and public management.

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