

**Advanced Energy** encompasses a broad range of products and services that constitute the best available technologies for meeting energy needs today and tomorrow. Among these are **energy efficiency, energy storage, demand response, natural gas electric generation, solar, wind, hydro, nuclear, electric vehicles, biofuels and smart grid.**

- ✓ **Advanced Energy empowers customers with choice and control** – The line between energy suppliers and consumers is blurring with the addition of new advanced energy technologies that provide onsite energy, control of energy use, greater energy efficiency, and new options for personal mobility and the transport of goods and services. Advanced energy gives consumers and businesses the same choice and control over their energy use they have come to expect in other sectors of the economy.
- ✓ **Advanced Energy increases competition in the energy marketplace** – More choice means more competition, as advanced energy technologies increase the options available in the market for energy production, delivery, and consumption. Working together even as they compete in the marketplace, these technologies are already transforming the energy system of yesterday into one that is increasingly diverse, dynamic, responsive, and flexible.
- ✓ **Advanced Energy improves reliability and resilience** – Diverse energy solutions enhance our energy security and ensure ample resources for electricity, heating and cooling, industrial processes, and transportation. On the electric grid, reliability and resilience involve not just long-term resource availability, but also constant monitoring and management in real time – which advanced energy technologies offer. Many advanced energy technologies are also built to withstand the grid’s increasing exposure to malicious cyber and physical intrusions.
- ✓ **Advanced Energy lowers costs for consumers** – There is significant opportunity to reduce waste across the energy system through more efficient production, delivery, and use. Energy and dollar savings come not only from using energy and resources more efficiently, but also from avoided or deferred infrastructure needs. At the same time, prices for advanced energy technologies are competitive and dropping rapidly with increased deployment and improved performance.
- ✓ **Advanced Energy contributes to economic growth and job creation** – Deploying advanced energy technologies and services at scale and across the state will grow the Texas economy, expand Texas-based businesses, and create jobs for Texans.

**Advanced energy companies employ more than 233,400 advanced energy workers across the state in all 254 counties.** The number of **advanced energy jobs in Texas exceeds those in mining, oil & gas, and about double those working at auto dealers** across the Lone Star State. The U.S. employs a total of 3.4 million people in advanced energy jobs across the nation.

**The Texas advanced energy industry produces more than \$16 billion in annual revenue.** Thoughtful public policies and a commitment to removing barriers to full participation by advanced energy technologies and services in competitive energy markets will make Texas the national leader in advanced energy.

**Working together, we can make advanced energy in Texas an \$80 billion market by 2030.**