



Strategies

Monthly Member Newsletter



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Letter from the AESP Chair

The Energy of Spin and the Spin of Energy

by John Hargrove

I must say, I am a bit ticked off. Why, you ask? Well, let me tell you. A few weeks ago I read an article with the title "U.S. Wastes More Energy Than Any Country." Now, syntax aside, those few words hit me pretty hard. We waste more energy than any other country I thought. Why, that can't be true. So I read on.



John Hargrove
NV Energy

I won't bore you with the details here, but let's just say that I found the article to be pretty much written to support the headline, not the other way around. There were all sorts of references to the types of energy we consume, how we consume it, the way we make and convert energy, and more. The article and especially the headline made it sound like we here in the U.S. are wasting more energy than we productively use.

But you know what really ticked me off is this — the article simply ignored all of the good that we in this country are doing relative to energy. Perhaps this was due to a deadline or some other sort of pressure on the author, but if you've been paying attention to energy lately, and that which is written about it, I suspect there were other forces at work.

The article didn't mention the robust industry that has risen up around energy efficiency and renewable energy. Politics aside, we have done a lot of great work making our country more energy efficient. We are changing standards to make efficiency more the norm than the exception. We are growing the development and use of renewable energy. We are truly changing who we are and how we behave. No small task.

To prove that, I turned to a recent report release by the International Energy Agency. That report states that we in the United States have decreased our CO² emissions by 3.8 percent while others in the world have increased theirs. Some of them by a lot. Now to be fair, our economy may have had something to do with that, and so to in some of those other countries, but regardless, we are making progress. And since that is the work that we all do every day, I take comfort in that and feel a sense of pride that our work is working.

But alas, our efforts went unmentioned in both documents.

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Industry News

JULY 2013

STRATEGIES SURVEY

Upcoming Events

Chapter Events

Wisconsin Chapter
July 16 — [Energy Potential Studies and Building Tour](#)

Chicago Chapter
August 1 — [Meeting & Tour of Chicago Center of Green Technology](#)

Wisconsin Chapter
August 27 — [Happy Hour](#)

Brown Bags

July 11
[Utility EE Investments in the South](#)

July 18
[Customer Engagement and Program Management: Insights from Utilities](#)

"Making Energy Efficiency Attractive for Owners of Older Seattle Buildings"
"How Companies Can Bridge the 'Gigaton Gap' and Make Money"
"Bill Would Sweeten Loans for Energy Efficient Homes"
"Suppliers Follow Walmart's Lead to Reduce Carbon Emissions"
"Super-Energy Efficient Homes Built to Inspire More Stringent Codes"
"Let's Democratize Demand Response — Power From the People!"

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Using Demand Response to Help Integrate Intermittent Renewable Energy into the Electric Grid Vermont Utilities and Municipalities Move Forward with LED Street Lights

AESP News

Meet Kara Kelly, our Newest Member of Staff
News Releases and Announcements

Industry News

The following executive summaries of current news items were written for Strategies after being compiled from various news sources.

Making Energy Efficiency Attractive for Owners of Older Seattle Buildings

New York Times (06/19/13) Barringer, Felicity

For commercial building owners, replacing furnaces or boilers or reconfiguring the building's shell involves sinking millions of dollars into an asset that the owner may want to get rid of long before the investment has paid off. However, a program at the Bullitt Foundation's new building in Seattle is aimed at attracting the notice of commercial building owners around the country who may be reluctant to make heavy investments in such technologies. Under the program, if they, or investors, put in the capital for major efficiency retrofits, new revenue, based on precise measurements of energy savings, will keep coming in for decades. Currently, building owners, utilities, and utility regulators who underwrite some efficiency measures remain somewhat skeptical of what are called "deep retrofits," such as swapping out furnaces, boilers, or the building shell itself — particularly for older, smaller commercial buildings, which, according to a new report, account for 47 percent of all commercial real estate outside the world of malls. Seattle City Light has agreed to the long-term purchase of energy savings from the Bullitt Foundation, whose new building is known for being ultra-thrifty with water and power. The savings will be measured by a new software program from EnergyRM, using a new kind of meter that will, from one day to the next, track and verify how much savings have occurred. The plan intends to ensure that utilities lose none of the revenue that supports their fixed costs while allowing them access to a new power source. The energy not used by Bullitt or any other building is purchased by the utility in a 30-year contract, just as if they were purchasing hydropower or coal-fired electricity. The building has already paid market rates for the unused kilowatt-hours. Seattle City Light buys them back for resale, paying for what were christened "nega-watts" more than three decades ago. The working estimate is that Bullitt will use about one-third of the electricity a new building constructed to city codes would use — a saving of more than 500,000 kilowatt-hours annually. For that savings, Seattle City Light would pay about \$44,000.

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How Companies Can Bridge the 'Gigaton Gap' and Make Money

Environment & Energy (06/19/13) Cusick, Daniel

A new study estimates that U.S. businesses that strive to curb carbon emissions by 3 percent annually through 2020 could gain as much as \$190 billion from reduced energy bills. However, failure to curtail greenhouse gas emissions by the end of this decade could make it more difficult to meet carbon reduction goals over the long term, according to the report from the World Wildlife Fund and CDP based on an analysis by McKinsey & Co. Such failure could also increase the risk of business disruptions caused by extreme weather events such as droughts, floods and severe storms, the report states. Climate activists say U.S. businesses will need to close the "gigaton gap," referring to the amount of CO₂ expected to be emitted by the U.S. corporate sector by 2020 and the level of emissions necessary to prevent the planet from warming by 2 degrees Celsius from preindustrial

August 8

[Catching the Big Fish — How to Get the large C&I customers in the Boat?](#)

If you would like to organize a Brown Bag, please contact Kisha Gresham at kisha@aesp.org.

AESP Training Courses

[Finding Customer Opportunities for Demand Response](#)

Sept. 30, Seattle

[Overview of EM&V for Behavior-based and Smart Grid Programs](#)

Sept. 30, Seattle

If you would like to schedule an onsite training please contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org. For more information about the AESP Institute, [click here](#).

Conferences

August 20, 2013

[Online Conference](#)

"CSI Online: Codes, Standards & Improvements"

September 30-October 2, 2013

[AESP Fall Conference](#)

Seattle

January 27-30, 2014

[24th National Conference](#)

San Diego

May 12-14, 2014

Spring Conference

Baltimore

August 4-6, 2014

Summer Conference

San Francisco

WELCOME & THANK YOU

to our New and Renewing Members!

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Alan Deng, Nexant

Ashley Conger, Lime Energy

Brian Eakin, Navigant

Carl Castellow, Itron

Carl Myers, Kansas Power Pool

Chris Schroeder, Nexant

Colleen Galbraith, Manitoba Hydro

Crystal Seay, CLEAResult

Dave Steidtmann, Aclara

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Matt Gibbs, Nexant

Melinda Epler, Change Catalyst

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levels. To achieve this, U.S. businesses must slash 1.2 billion tons (1.2 gigatons), or 25 percent, from their current annual emissions levels of 4.2 billion tons of CO2 equivalent by 2020, requiring a roughly 3 percent reduction in the U.S. business sector's CO2 emissions every year for the next six years. Hundreds of U.S. companies have already started investing in carbon reduction programs while enhancing their profit margins, according to McKinsey's Steve Swartz, the report's lead author. Paul Simpson, chief executive officer of CDP, formerly the Carbon Disclosure Project, says the report shows that companies' senior management must direct more financial capital toward programs and technologies to reduce the nation's reliance on fossil fuels and other carbon-intensive processes. "Investing in energy efficiency and renewable energy saves cost, stimulates innovation, creates jobs, and builds energy independence and security," he says.

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Bill Would Sweeten Loans for Energy Efficient Homes

New York Times (06/07/13) Cardwell, Diane

A proposal in the U.S. Senate would let home buyers borrow more, and likely at a lower interest rate, when purchasing properties equipped with energy-efficient upgrades like double-pane windows and superior insulation. The measure, originally floated in 2011 and reintroduced on June 6 by Sens. Johnny Isakson (R-Ga.) and Michael Bennett (D-Colo.), applies to loans insured by the housing government-sponsored enterprises. It would require lenders, once presented with a third-party energy report, to factor in projected energy savings from efficient components when calculating a borrower's income against expenses and the value of the property against the debt. "Really we're just talking about disclosure here," explained Sean Babington, legislative counsel on energy and natural resources for Bennett. "For years, you've had to disclose if there are termites in your house or if you have radon gas in your basement. You bring an inspector out to make sure the foundation's not cracked. Here we have something that probably over the life of the home costs the homeowner [much] more than all those problems, and we totally ignore it." Jonathan Miller, the president of Miller Samuel, an appraisal firm, said the consensus in the real estate market was that "people want green, but to-date they haven't been willing to pay for it to the extent of what it costs." The previous bill lost industry backing with language that potentially could have penalized older, less efficient houses or those with no report on estimated energy usage. There is broad support for the new plan.

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Suppliers Follow Walmart's Lead to Reduce Carbon Emissions

Midwest Energy News (05/23/13) Pyper, Julia

Walmart officials scrutinized its business operations and found several ways to cut costs and save energy. Walmart also discovered 90 percent of its emissions came from its suppliers, and they began encouraging their suppliers to disclose their sustainability performance in an effort to reduce greenhouse gas emissions. Walmart has recently committed to eliminating 20 million metric tons of greenhouse gases from its global supply chain by 2015. In addition to Walmart, the Carbon Disclosure Project (CDP) is working with 65 other major companies that include PepsiCo Inc, Dell Inc, and General Motors Co. CDP says the companies represent \$1 trillion in spending power, come from a variety of sectors, and all are working to reduce emissions. Experts say making supply chains environmentally friendly has become an excellent way to cut greenhouse gases. Companies are also beginning to realize the effects climate change can have on long-term success. The CDP adds that companies that improve supply chains also report substantial savings as a result of reduced emissions. However, limiting greenhouse gas does face challenges as current emissions record keeping is inadequate and suppliers may be overworked as a result of the efficiency efforts.

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Super-Energy Efficient Homes Built to Inspire More Stringent Codes

Northwest News Network (05/22/13) Banse, Tom

A Portland, Ore.-based nonprofit recently showcased 13 extremely energy-efficient homes in four Northwest states. The homes, located in cities in Oregon, Washington, Idaho, and Montana, have been designed to use 30 percent less energy than a traditional house. Dwell Development Builder Anthony Maschmedt featured a single family home in Seattle with heavily insulated walls, triple-pane windows, and a tightly sealed building envelope featuring a spray-on air barrier. Fresh air is circulated with a ventilator and heat exchanger, and instead of a furnace, the home has a tankless on-demand water boiler that provides hot

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AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

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water and heat through radiant heat tubes in the floor. Homes in the demonstration project have an array of sensors that will track energy use and building performance over the year. The Northwest Energy Efficiency Alliance (NEEA) hopes to use the data to raise the energy efficiency bar for all new homes by lobbying to make the most cost-effective measures part of mandatory state building codes. Although the Building Industry Association of Washington's Jan Himebaugh is concerned that more stringent codes would make new homes too expensive, NEEA's Neil Grigsby is looking for specifications that maximize energy efficiency without adding costs. One of the featured homes cost 5 to 7 percent more to build than traditional construction, according to its developer.

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Let's Democratize Demand Response — Power From the People!

Intelligent Utility (05/13) Tannenbaum, Marc

Demand response (DR) in the Texas restructured market could be the next big thing and its democratization may be supported by enabling technologies that address peak residential demand, an enormous source of power reserves in the state. In the restructured, competitive electric market, customers have choices of service, cost, and service levels, as well as level of DR participation and type of smart thermostat used. While choice can place more burdens on managing the grid and to administering the decentralized DR programs, it also adds more flexibility. Participants in the restructured market may change providers every few years in pursuit of the best energy price and service. A demand response system that is "hardware agnostic" is important. It must be able to communicate with various thermostats and end-point devices, and should be able to allow opt-outs, monitor participation, and report critical bill determinant data back to the retail electric provider (REP)'s customer information system. Research at Big Data Energy Services suggests that there are paths to residential and small commercial DR that are justified with a one-year payback for medium or large REPs. It may also be better to incentivize a customer through affiliated promotional programs with a smart thermostat vendor, or provide direct customer incentive with a seasonal or annual rebate. The target demographic should be receptive to DR as a green product, educated about DR operations, and confident that they will receive an incentive that will offset their smart thermostat purchase.

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Featured Articles

Using Demand Response to Help Integrate Intermittent Renewable Energy into the Electric Grid

Early Lessons from a Commercial Fast DR Pilot Program

by Debbie Brannan and Stuart Schare

Over the past decade utilities have increased their reliance on renewable energy sources for electricity generation as many states aim to achieve clean energy objectives. However, due to the intermittency of renewable energy sources, it has become more difficult for system operators to maintain the stability of the electric grid with existing ancillary services capabilities. The industry is increasingly looking to demand response (DR) resources to help integrate the growing amount of renewable energy by bridging the gap between the sudden loss of renewable power and the start of combustion turbines or other supply-side resources.



Stuart Schare



Debbie Brannan

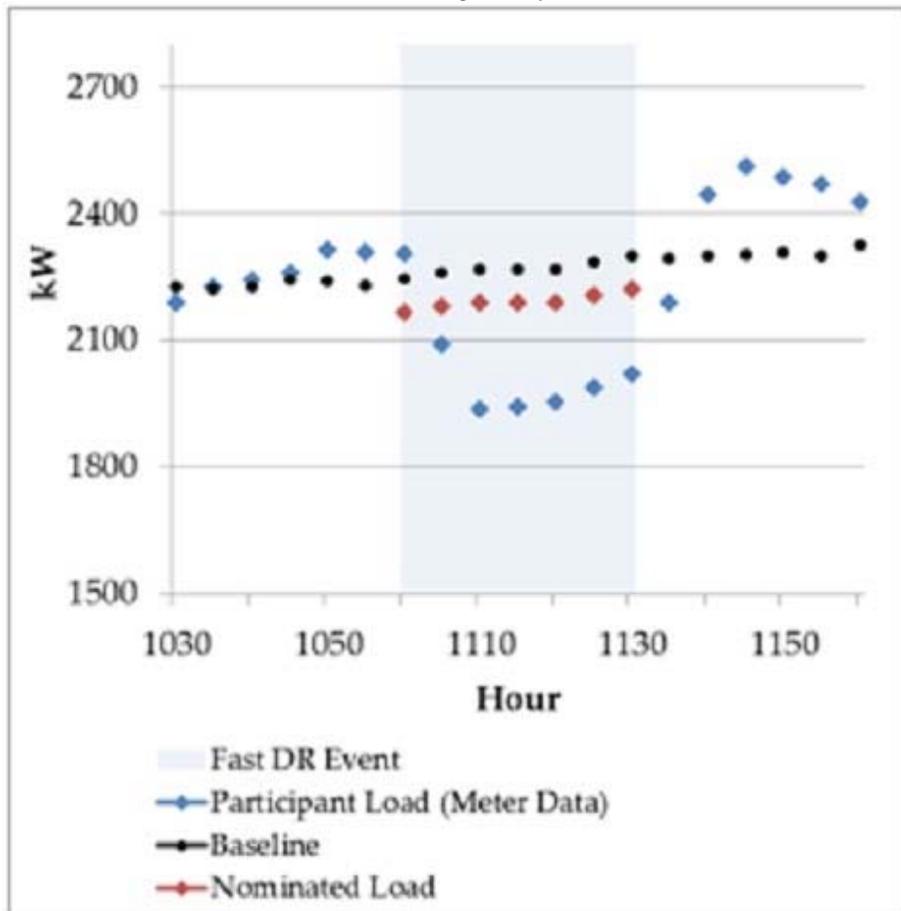
Hawaiian Electric's Fast DR Pilot Program

In 2008, the state of Hawaii launched the Clean Energy Initiative to decrease the state's dependence on imported oil, targeting 40 percent of electric generation from renewables by 2030. Due to the intermittency of many renewables and the inability of existing ancillary services to manage the anticipated high levels of penetration, Hawaii's electric utilities are exploring the use of DR as a fast-acting ancillary service to manage renewable integration.

The Fast DR pilot program at Hawaiian Electric, which began in mid-2012, provides incentives to enable commercial and industrial customers to reduce load (at least 50 kW) either automatically in response to a load shed signal from Hawaiian Electric, or within 10 minutes of when a DR event is initiated. Unlike traditional capacity DR programs with relatively few, but long events, Fast DR events will last a maximum of one hour but up to 40 DR events (with an option of 80) may be initiated per year.

After one year, the pilot program has eight customers commissioned and participating in DR events, with an additional 21 expected by the end of September. Nineteen more customers may join by the end of the year as a result of Hawaiian Electric's Smart Building Initiative (SBI), which provides financial incentives for enhancing building automation and management systems to enable automated load curtailment. Fifteen Fast DR events have been called this year, with verified load reductions as illustrated in the chart below. To effectively serve as an ancillary service for renewables integration, the Fast DR resource requires maximum curtailment within 10 minutes and must provide consistent load curtailment over dozens of events. The Fast DR pilot will provide much needed insight into whether, and how, DR resources can be used to integrate renewable energy sources.

Source: Navigant analysis



Lessons Learned

Throughout the first year of the pilot program implementation, Hawaiian Electric identified barriers to customer acceptance and enacted on-the-fly changes to increase participation and ensure a successful pilot. Two of these program modifications are described here.

1. Hawaiian Electric has had to develop an attractive value proposition for participants without compromising the operational objectives of the program. To

meet this challenge Hawaiian Electric has had to design program rules that provide sufficient customer benefits (including, but not limited to, financial incentives) and limit disruption to business operations and tenant/customer comfort—while providing effective grid management at a lower cost than the alternatives. This means that incentives should be high enough to attract customers without rendering the resource too expensive to justify its development. And requirements for DR events should be flexible enough to encourage customer participation but rigorous enough to serve the needs of Hawaiian Electric's grid operations.

Identifying the appropriate balance is one of the objectives of the Fast DR pilot program and Hawaiian Electric has been nimble in implementing changes in program rules that have been identified as overly cumbersome for customers or potentially limiting operational needs. For example, the Fast DR pilot program initially required load shed duration of up to two hours per event and required availability from 7am to 9pm. In an effort to limit customer inconvenience while still meeting operational needs, Hawaiian Electric reduced event duration to a maximum of one hour and required availability of only a 10-hour window within the 7am to 9pm time frame. Additionally, Hawaiian Electric increased the benefits to customers through the SBI (which offers financial incentives for the purchase and installation of equipment to enable automated load curtailment) and by offering an 80-event participation option that doubles the monthly incentive to \$10/kW-month.

2. Hawaiian Electric has had to use a more nuanced approach to identifying customers and load shed strategies compared to traditional capacity deferral DR programs. Traditional DR programs generally target the largest commercial and industrial customers that can offer significant load curtailment during the few DR events each year. In many cases these customers have the option of relying on back-up generation during DR events. Given that the Fast DR program is intended for renewables integration as part of Hawaii's Clean Energy Initiative, the use of back-up generation is not permitted. The inability to use back-up generation paired with the high frequency of events has meant that Hawaiian Electric has had to use a more tailored approach to identify customers and curtailable loads.

Looking Ahead

As more utilities increase their reliance on intermittent renewable energy sources, it will become harder to maintain the stability of the electric grid without additional ancillary services. The Fast DR pilot will provide valuable insight into whether DR programs with short notification and a high frequency of events can provide consistent load curtailment at the speed needed for DR to serve as an effective tool for integrating intermittent renewable energy.

Beyond demonstrating consistent and reliable load curtailment is the question of whether the Fast DR resource is cost-effective. While the methods for quantifying the benefits of traditional DR capacity deferral programs are well documented, the methods for quantifying the ancillary services benefits of DR are less clear and likely require sub-hourly modeling approaches. Quantifying these benefits is another challenge that utilities, like Hawaiian Electric, must undertake as they consider using DR to manage renewable integration.

Hawaiian Electric's designed its Fast DR pilot to test key program design attributes and to identify and demonstrate the flexibility of customer loads as a valuable resource to system operators. The enabling infrastructure and load shed schemes also provide customers with effective tools for energy efficiency and demand management savings, which ultimately improves the customer acceptance over traditional load management programs.

Debbie Brannan is a managing consultant and Stuart Schare a director in the energy practice at [Navigant Consulting](#).

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Vermont Utilities and Municipalities Move Forward with LED Street Lights

by *Jeff Loiter and Gabe Arnold*



Through an initiative with Vermont's utilities, municipalities, and Efficiency Vermont, nearly two-thirds of Vermont's municipal street lights will be converted to LED by 2015. The initiative began in 2011 after many of Vermont's municipalities expressed interest in



Jeff Loiter

converting their utility-owned street lighting to LED technology. At the time, a lease rate for LED technology was not offered by the utilities and municipalities were frustrated by their lack of options.

Barriers to LED Street Lighting Implementation



Gabe Arnold

Where utilities own street lighting, the costs of purchasing, installing, operating, and maintaining the street lighting are most often borne by the utilities' customers: municipalities, businesses, or even private individuals. This creates an interesting dynamic in which the utilities' customers stand to save money from more efficient LED technology, while the decision to move forward with LED street lighting and to offer it to customers lies with the electric utility. Street lighting opportunities may also be governed by utility rate tariffs, creating one of the most significant barriers to enabling and harnessing the LED street lighting opportunity. Before utility customers can move forward with LED street lighting, the utilities must offer the technology as an option through regulator-approved rate tariffs, a step that most utilities have not yet taken.

A second important barrier comes from the stranded, unrecovered costs of existing street lights that would be removed from service before the end of their useful life. In this situation, the equipment has not been fully depreciated and the utility has not fully recovered its cost through rates. Someone must pay this cost if the light is replaced with LED.

LED technology presents other financial challenges to utilities. The methodologies by which street lighting rates are designed can work against LED technology, resulting in rates that may save little or even cost more than existing technologies. Furthermore, if the utility offers lower rates for LED street lights, their revenue may decrease and affect their financial standing. On the other hand, utilities should recognize that although street lighting revenue may decrease, utility profit can actually increase. Savings in fixed expenses — electricity and especially maintenance — can more than offset the loss of revenue. Utilities can also earn a higher profit through a larger return on their assets — in this case a new and higher valued LED fixture asset. With a properly structured rate tariff, the municipality can pay a lower rate while the utility decreases their fixed expenses and increases its profit.

Implementation in Vermont

Green Mountain Power, the state's largest electric utility, and Efficiency Vermont, the statewide energy efficiency program, have worked in partnership to develop an integrated solution for municipalities to convert their street lights to efficient LED technology. For Green Mountain Power, an investor-owned utility, it was important to reach a solution that was financially attractive to the utility and its shareholders. Through lower utility street light lease rates and financial assistance from Efficiency Vermont, the solution allows municipalities to convert their street lights to LED at little to no cost while saving 10-25 percent or more on their street lighting bill.

New street lighting tariffs specific to the LED fixtures were developed and submitted to the public service board. To address the issue of stranded costs, Efficiency Vermont agreed to pay up to \$100 per fixture from its energy efficiency program funds to offset or eliminate the non-depreciated asset value of existing street lights. The combination of new tariffs and financial contribution from the efficiency program allows utilities to fully recover their costs and municipalities to pursue a town-wide conversion at little or no capital cost.

As of March 2013, 92 out of 255 Vermont municipalities have officially signed on to the initiative; dozens more have expressed interest. These towns are in the process of assessing and evaluating their current street lighting inventory and converting to LED. By the time the initiative is complete, more than 15,000 street lights will be converted, saving more than 8 million kilowatt-hours of electricity annually. The Vermont model is a 'win' for all involved: municipalities are reducing their street lighting costs and improving their night-time environment, utilities are delivering value and savings to their customers while improving their profit, and Efficiency Vermont is obtaining cost effective energy savings towards their energy efficiency program goals.

Further reading on this topic:

www.aceee.org/files/proceedings/2012/data/papers/0193-000144.pdf.

www.energycvermont.com/streetlighting

Jeff Loiter is a managing consultant, and Gabe Arnold a senior consultant, with *Optimal Energy*.

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AESP News

Meet Kara Kelly, our Newest Member of Staff



We're so excited to welcome Kara Kelly, our new marketing assistant. In addition to various marketing responsibilities, she will also be helping AESP to spearhead our New Professionals Initiative and conduct outreach to colleges to increase student involvement in AESP. She is a graduate of Northern Arizona University.

Be Amazed! Special Field Trip at Fall Conference

Going to AESP's Fall Conference this Sept. 30? Here's a reason to register early. Seventy-five lucky attendees will have an opportunity to go on a field trip to Seattle's new Bullitt Center, currently the world's greenest office building. Tour includes the building's engineering systems, "irresistible staircase, composting toilets, rainwater-collecting cisterns and photovoltaic array. Transportation, fees and guides are provided by sponsor Energy Market Innovations. [Register early](#) for the AESP Fall Conference to receive an invitation to attend this tour.

No Travel Required — AESP's First Online Conference

This Aug. 20, we will be presenting our first online conference "CSI Online: Codes, Standards and Improvements" where you will have the opportunity to hear four consecutive presentations on current issues and developments in energy codes and standards. There's no need to travel to attend this conference; you just need to set aside half a day (12-4pm ET). For just \$189 (AESP member rate), you get to hear and ask real-time questions from the experts. In addition, you'll also receive a primer document on codes and standards as well as an extensive resource list with your registration. [Click here for details](#).



Mid-Atlantic Chapter Presents Innovative Energy Efficiency Strategies and Initiatives

On June 13, the AESP MARCH chapter held an event (hosted by SmartWatt Energy) at the historic Gideon Putnam Resort in Saratoga Springs, NY. It brought together close to 50 industry professionals from the region. The broad panel included representatives from NYSERDA, NY utilities (National Grid, NYSEG & RG&E, and Central Hudson), and implementation firms (C3, Opower, SmartWatt and ERS). The panel discussion focused on a range of strategies and initiatives in behavioral programs, data management strategies, and emerging technologies for energy efficiency. Thank you to SmartWatt, the panelists, and the attendees who all made it a great success!

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News Releases and Announcements

[CLEAResult Announces Investment Partnership with General Atlantic](#)

[Corix extends relationship with the City of Austin](#)

[Cooper Lighting Expands its Lumark Crosstour™ LED Wall Pack Series](#)

[Research Into Action Named #1 Among the "100 Best Green Companies to Work for in Oregon"](#)

[Comcast and Osram Sylvania Announce Agreement](#)

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