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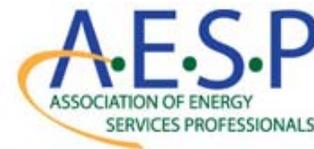


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Monthly Member Newsletter

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Letter from the AESP President & CEO

Ouch, My Eyes

by Meg Matt

December into January is always an interesting time of the year. We shake off the festivity and slower pace of the holidays, and head back to face a big bold new year before us, and all the new goals, challenges and possibilities that it entails. The feeling is not unlike being in a restaurant at closing time, when the soft music and dim lights flip off, abruptly replaced by blinding fluorescent and the cleaning crew's choice of pounding rock music.

As we step into the bright lights of 2014 and the exciting prospects of the year ahead, let's sneak a backward glance at 2013. If you were out of the office during the holidays, you may have missed our snazzy infographic that arrived in in-boxes on December 30. Want to see AESP's Year in Review again? [Click here.](#)



Meg Matt
AESP President & CEO

AESP achieved a lot of goals in 2013. This includes introducing two firsts. At our National Conference last January, we unveiled an app for smart phones. Paperless and up-to-the-minute, it also gave users the ability to build a personal conference schedule.

Then in August, in response to many members' budget and travel constraints, AESP introduced our first Online Conference – no travel required! – focusing on codes and standards. It was so well received that we presented a second online conference later in the year on EM&V.

Membership also grew at a healthy pace in 2013, in both the individual (8% increase) and group membership (13% increase) categories. We are grateful for each and every member, and we take your investment in AESP very seriously.

I hope you have registered to join us at AESP's 24th National Conference which is just two weeks away in San Diego. It's our biggest conference of the year and we have over 110 speakers lined up to present over 60 sessions. Hurry and register because online registration closes January 16. After that you can still register by calling in or on site, but it will cost \$100 more.

AESP exists because of the support of our members. We want to provide the services you need to continue meeting your personal and professional goals. If you have any suggestions to make your membership work for you, please let me know. Email me at meg@aesp.org.

Finally, I'd like to take this opportunity to welcome our incoming **Board of Directors**. Many of you have become accustomed to reading John Hargrove's insightful and often entertaining anecdotes in this column. For this and his many contributions as the Board Chair, I want to express my sincere thanks to John. At the same time, let's welcome Sara Van de Grift, our incoming Chair. Sara is an experienced program administrator, planner and implementer; and she is also the co-founder of Illume Advising.

JANUARY 2014



Upcoming Events

Chapter Events

Northwest Chapter
January 15 - Happy Hour & Presentation
by OLCV

Chapter Meetings at AESP National Conference:

January 28
SEARCH
Chicago
MARCH
Lone Star

January 29
California
Ontario
Rocky Mountain

Brown Bags

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

AESP Training Courses

Principles of Demand-side Management (DSM)
January 27, 2014 - San Diego

Leadership Training for Exceptional Team Performance
January 27, 2014 - San Diego

OK, now that my eyes have adjusted to the light, and the coffee has kicked in, I am ready for 2014. I hope you are too. I wish all our AESP members a great year ahead...and now, let's get to work!

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Industry News

"Shaheen Fights to Recharge Energy-Efficiency Bill"
 "Demand Response vs. Demand Optimization—How to Optimize Demand for a More Efficient Grid"
 "The Zero Energy Option"
 "Valley Builders Prepare for New State Energy-Efficiency Codes Next Year"
 "Obama Wants Agencies to Push the Green Button"
 "REI Points The Way To Huge Savings In Data Center Power Costs"
 "Software Transforming Building Energy Use"
 "Thirteen States Receive Energy Department Awards to Drive Greater Energy Efficiency, Save Money"
 "Utah Builder Offers Affordable Net-Zero Production Home"
 "LEED's Stunning Growth, and What's Behind It"
 "Residents Reduce Energy Use With New Technology"
 "Putting Pricing in the Hands of Customers"

Featured Articles

What's Up 2014?

AESP News

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.

Shaheen Fights to Recharge Energy-Efficiency Bill

National Journal (12/17/13) Foran, Clare

Sen. Jeanne Shaheen (D-N.H.), the co-author of the Energy Savings & Industrial Competitiveness Act, on Dec. 17 expressed optimism that in the wake of the passage of the bipartisan budget deal, lawmakers can advance other, less controversial deals. "I'm optimistic that we can find a way forward," Shaheen said when asked about the status of the energy-efficiency measure. Despite the fact that the legislation, which Shaheen cosponsored with Sen. Rob Portman (R-Ohio), has wide bipartisan support, its progress stalled in the fall when it became mired down in debate over the Affordable Care Act and controversial issues unrelated to the legislation itself. The bill contains incentives to hasten adoption of energy-efficient technologies in the commercial, residential, and industrial sectors as well as by the federal government. Shaheen and Portman have been working behind the scenes for the past few months to win enough votes to invoke closure in the Senate to cut off debate when the legislation is reintroduced. "We've secured a number of votes," said Shaheen. "And we're working on securing a few more." Shaheen said that she does not yet know when the legislation might be taken up again by the full Senate, but plans to highlight the progress that's been made to advance the bill so far and press for action on the legislation in 2014.

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Demand Response vs. Demand Optimization—How to Optimize Demand for a More Efficient Grid

Electric Light & Power (12/05/13) Shaver, Jay; McDonald, John

Utilities cannot sustain their operations without investing intelligently to ensure their electric grids' reliability, efficiency, sustainability, and resiliency. Utilities using demand response strategies that change load conditions and manage consumer consumption to contend with consistently fluctuating demand yield an optimal grid, save consumers money, and lower grid distress. Traditional demand response can be isolating, and the modern smart grid combines devices and systems to form integrated solutions, making it essential for utilities to seek more opportunities for value propositions across more interoperable technology. This demand optimization strategy focuses on supporting operational and economic efficiencies across the value chain while realizing how demand response can be exploited in multiple ways. The concentration is centered on a two-way dialogue with customers about electricity costs, how to boost the grid's reliability and security, and so on. Utilities should cooperate with customers to shift the dialogue from the

Introduction to Evaluation, Measurement & Verification (EM&V)
 January 30-31, 2014 - San Diego

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

Conferences

24th National Conference
 San Diego
 January 27-30, 2014

Spring Conference
Marketing & Implementation: Finding New Pathways to Reach Program Goals
 Baltimore
 May 12-14, 2014

Summer Conference
Evaluators & Implementers: Merging on the Energy Efficiency Highway
 San Francisco
 August 4-6, 2014

WELCOME & THANK YOU to our New and Renewing Members!

New Members

Adam Smith, Orange & Rockland
 AJ Davis, ADM Associates
 Alima Silverman, Tierra Resource Consultants
 Amy Glapinski, Consumers Energy
 Amy Uhl, Direct Options
 Andy Gassner, ENBALA Power Networks
 Angie Kilpatrick, Consumers Energy
 Ben Ruhl, Consumers Energy
 Blaine Fox, Warm Thoughts
 Bonnie Watson, Cadmus
 Brandi Colander, Opower
 Brenda Hopewell, PECl
 Brendon Montgomery, ENBALA Power Networks
 Carrie Harkness, Consumers Energy
 Cheryl McFarland, Alabama Power
 Christopher Schieffer, E Source
 Chuck Ray, E Source
 Courtney Hellem, Puget Sound Energy
 Cristina Fernandez, Nicor Gas
 Dan Gruidel, Nexant
 David Grider, Resource Action Programs
 David Helliwell, Pulse Energy
 Domenico Gelonese, Embertec
 Donney Dorton, OGE
 Drew Roberts, Hydro Ottawa
 Elizabeth Kay, PowerStream
 Emily Merchant, Navigant
 Ersilis Serafini, Summerhill
 Greg Scala, Trans-Pacific Facilitators
 Greg Ward, Consumers Energy
 James Evans, Direct Technology
 Jamie Caplan, Pulse Energy
 Jeff Berg, Ameren-MO
 Jenna Peters, Cadmus
 Jim Schwanitz, Consumers Energy
 Joe Berta, ARCA Canada
 Jon Walter, Indiana Michigan Power
 Jonathan Dierking, CB&I
 Jonathan Strahl, Navigant
 Josh Henning, Consumers Energy
 Kate Bushman, Cadmus
 Katherine Sparkes, Ontario Power Authority
 Katie Fotheringham, Ontario Power Authority

historical engineering model to a consumer-facing strategy. In addition, demand optimization delivers the required aspects of a control system as it will incorporate the ability for fast load shedding or transmit dynamic pricing "asks" in real time. Effective demand optimization is intended to integrate existing systems with advanced capabilities layered on top, thus illustrating the value of grid operations. Among such necessary capabilities are network and customer awareness, forecasting, and visualization. A comprehensive demand optimization solution provides benefits that can build an enticing business case. A utility should follow one of three approaches that will not impact investment or operational strategies. Those approaches include reducing capital infrastructure investments, integrating volt/VAR control in coordination with consumer-controlled demand response actions, and enhancing reliability.

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The Zero Energy Option

EnergyBiz (12/01/13) Vol. 10, No. 6, P. 22 Myers, Jamie J.

Jamie Meyers, manager of sustainability for Walgreens, writes that the company's net zero energy project in Evanston, Ill., will serve as an example for how brand strategy can be expressed through the built environment. The business case for a carbon-neutral store was made by considering that the project would allow Walgreens to leverage knowledge learned from existing energy efficiency initiatives, benefit from the synergies of energy efficiency systems, and become a leader in corporate sustainability. Meyers notes that despite pursuing a novel approach and using innovative technologies, Walgreens was able to complete the project and open the store in 14 months thanks to its integrated design team. Although the store opened on schedule, Meyers says the project is far from done. "The operation of the store is the ultimate goal of this project, since its energy consumption will be less than the energy generated over one year of operation," he says. Meanwhile, Meyers notes that lessons learned from the project enabled Walgreens to make energy-saving changes to new stores, such as LED lighting for all new store lighting needs.

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Valley Builders Prepare for New State Energy-Efficiency Codes Next Year

Fresno Bee (CA) (12/13/13) Lee, Bonhia

California is implementing stricter energy efficiency building codes in new homes and commercial buildings. For instance, developers will have to make sure roofs can support solar panels, install windows that allow in sunlight while curbing heat gain, and add whole-house fans. These steps could add roughly \$2,000 to the cost of a home, but could save homeowners nearly threefold that in energy bills over 30 years, the state estimates. The target by 2020 is for new buildings to use no more energy during the year than they can generate through the use of energy-saving features and solar panels. The majority of home builders in Fresno already meet or exceed existing energy standards, and are continuing to upgrade the energy-saving features of their homes ahead of the 2020 goal. Specifically, the California Energy Commission's 2013 Building Energy Efficiency Standard, which takes effect in July 2014, calls for homes to be 25 percent more efficient than was required under previous standards. Meanwhile, De Young Properties recently unveiled a zero net energy concept home in Clovis, California, in conjunction with Pacific Gas & Electric Co., which provided technical assistance. The house will be monitored at least a year to see how much energy it uses and how much it produces. "It's essentially a living laboratory to show how these different technologies work," PG&E spokesman Denny Boyles said. PG&E and Southern California Edison are both working with Wathen-Castanos Hybrid Homes on houses with LED lighting and a second zero-net-energy house.

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Obama Wants Agencies to Push the Green Button

Federal Computer Week (12/10/13) Rockwell, Mark

As part of President Barack Obama's initiative ordering federal agencies to increase their use of renewable energy, agencies have been instructed to use public Green Button data standards in their energy management practices. Green Button is a technical standard developed in a public/private collaboration among energy providers and the National Institute of Standards and Technology. The voluntary program is aimed at providing customers with a detailed look at their electricity usage via a uniform download from utility providers' sites via Web or smart phone. U.S. Deputy Chief Technology Officer Nick Sinai said that as of Dec. 3, 48 utility and electric companies serving more than 59 million homes and businesses across the U.S. had committed to giving their customers access to data through Green Button. Almost 42 million households and businesses are using data accessed through Green Button to help manage their energy use. The president's memo tasked the Department of Energy, the General Services Administration and the Environmental Protection Agency with creating and initiating a strategy for a Green Button pilot data exchange program at federal facilities within 120 days. Sinai said that based on

Ken Reese, Warm Thoughts
Kenneth Borders, AEP-Kentucky
Kerry Meade, CLEARResult
Kim Anderson, Hoosier Energy
Kimberley Wallace, Nexant
Kyle O'Hearn, Ontario Power Authority
Lauren Gorey, Opower
Maria Woodman, EnerNOC
Mark Luders, Nexant
Matt Keeler, Advanced Energy
Matt Schuette, Consumers Energy
Matt Newberry, Burton Energy Consulting
Mike Ym, Tierra Resource Consultants
Nathan English, Consumers Energy
Pat Niehoff, Direct Options
Patricia Watts, FCI
Richard Lanning, Entergy Services, Inc
Robert Bournique, Indiana Michigan Power
Rodney Mason, parago
Rodney Shelton, Resource Action Programs
Ryan Fogelman, Direct Options
Sabrina McCarty, Tucson Electric Power
Sara Merena, National Grid
Sarah Howie, Consumers Energy
Scott Bishop, AEP-Kentucky
Shannon Campbell, Consumers Energy
Stacie Tello, Consumers Energy
Star Stewart, TRC Energy
Steve Grzenia, Nicor Gas
Tom Clark, Consumers Energy
Yon Sung, MaxLite

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Cooper Lighting by Eaton
Green Team Energy Services
Hoosier Energy
SEEA
Tierra Resource Consultants
Warm Thoughts

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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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the outcome of that pilot project, the General Services Administration, the Department of Energy, and the Environmental Protection Agency (EPA) will issue guidance for other facilities to use the data standard and incorporate reporting, data analytics and automation processes in consultation with their local utilities. The goal would be to enter data into EPA's ENERGY STAR(R) Portfolio Manager to benchmark and reduce energy costs and use across the government.

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REI Points The Way To Huge Savings In Data Center Power Costs

Forbes (11/25/13) Kelly-Detwiler, Peter

Data centers currently consume over 2 percent of the energy generated in the U.S. Recreational Equipment Inc. (REI) has discovered a way to drastically reduce costs of large data centers. Initially, REI's data centers were small but as the business grew so did their space, air conditioning, and energy costs. In order to achieve energy efficiency REI obtained help from a third party to coordinate operations within the company. They installed a rooftop evaporative cooling tower to chill water that cools the data center. This mechanism replaces traditional air conditioners and resulted in a 93 percent drop in cooling costs. REI established new temperature set points that allowed the room to be slightly warmer, but still provide cool air where it was needed. Finally, REI shrank the size of the data center, which reduced the needed power supply and allowed equipment to operate more efficiently. With the upgrades complete REI is now applying to have the data center ENERGY STAR certified. REI says the energy they save from the improvements is enough to power six stores.

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Software Transforming Building Energy Use

FierceEnergy (11/25/13) Lundin, Barbara Vergetis

A number of new and existing companies are developing software-based building energy management systems (BEMS) to help customers take advantage of new opportunities to seize cost-saving energy-efficiency and operational benefits from their building portfolios. Increased knowledge of the building stock within the industry, the higher priority of energy efficiency among corporations and governments, and the advent of cloud-based data management and Big Data are among the factors influencing this development. Annual revenue from BEMS software will grow from \$1.1 billion in 2013 to more than \$2.8 billion by 2020, according to Navigant Research. "Both voluntary and regulatory measures are fueling rapid growth in the global market for BEMS software," says Eric Bloom, a senior research analyst at Navigant Research. The sophistication and ease of use of BEMS continue to improve on an annual basis, Navigant concludes through its tracking of more than 400 companies that have developed and market BEMS technology and services. As software continues to transform the way energy is used and managed in buildings, the broad set of market participants creates a number of options for building owners and facility managers looking to manage their energy more effectively.

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Thirteen States Receive Energy Department Awards to Drive Greater Energy Efficiency, Save Money

U.S. Department of Energy (11/26/13)

The U.S. Department of Energy has awarded nearly \$4 million to 13 states to increase statewide energy savings and boost the energy efficiency of public institutions, local governments and industrial sectors. "Smart, cost-effective investments in energy efficiency are helping communities across the country cut energy waste and foster economic growth," said Assistant Secretary for Energy Efficiency and Renewable Energy David Danielson. "Through the State Energy Program, states and local governments are leading by example – saving taxpayer dollars and curbing the effects of carbon pollution."

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Utah Builder Offers Affordable Net-Zero Production Home

Builder (11/05/13) Goodman, Jennifer

Garbett Homes is marketing ultra-green homes with prices comparable to traditionally built homes. After years of market research, Garbett found that buyers would select an energy-efficient home if it does not carry a higher price tag. "If you option green features, no one will go for the upgrade—you've got to include them," says Garbett's Rene Oehlerking. "Everybody wants to go green but nobody wants to pay for it." In Salt Lake City, Garbett built affordably priced homes with solar power and geothermal heating. Garbett's Zero Home is a net-zero-ready model priced in the low \$400,000s, the same price as other similarly sized houses in the local community. The contemporary homes are ENERGY STAR 3.0 certified, and meet the U.S. Department of Energy's Challenge Home initiative standards. The energy management system enables homeowners to see how much power their home is producing and consuming, which has been shown to reduce energy

Submissions are due by the 12th of each month to Adeline Lui at Adeline@aesp.org (480) 704-5900

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usage. Although the energy-efficiency features add \$60,000 to the home's construction costs, Garbett offsets expenses by designing tight building envelopes that minimize the need for expensive spray foam insulation, air sealing, and insulation systems. By building 400 to 600 homes each year, Garbett is able to leverage buying power from long-standing suppliers. By committing to build a certain number of homes regardless of the market, Garbett also is able to maintain a tight construction schedule with better pricing and faster construction times.

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LEED's Stunning Growth, and What's Behind It

Earthtechling (11/12/13) Danko, Pete

Since its introduction in 2000, the U.S. Green Building Council's LEED certification program has grown rapidly with 59,211 commercial buildings, totaling 10.6 billion square feet of certified commercial space around the world. USGBC representatives point to the U.S. federal government's support of the program as the main reason for this rapid growth, turning LEED into a nationally recognized rating system. "Without a doubt, one of the preeminent reasons for LEED's success in the U.S. [and ultimately abroad] was the leadership of the U.S. federal government," say LEED representatives. "With an impressive amount of projects, the government has remained committed to green building and was an early leader in implementing it. That influence allowed LEED to grow into a nationally recognized rating system in just a few years, enabling building projects to save an impressive amount of energy, water, resources, and waste across the board." However, the U.S. General Service Administration (GSA) recently has added Green Building Initiative's Green Globes 2010 to LEED as an acceptable third-party certification system for federal projects. GSA says using either program will "allow us to measure how federal buildings of all kinds can best save energy, improve overall performance, and cut down utility costs."

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Residents Reduce Energy Use With New Technology

San Diego Union Tribune (12/08/13)

New technology is helping to fundamentally change the relationship customers have with their utility. More than 1,000 customers in the San Diego area are using new technology called home area network (HAN) devices to promote energy conservation. These display screens connect to a home's smart meter so consumers can see exactly how much energy they are using in near-real time and identify new ways to conserve. Meanwhile, San Diego Gas & Electric Co. recently installed smart electric and gas meters throughout the region, allowing customers to have much more control of their energy choices. Other technologies, such as programmable communicating thermostats, help customers save energy and are convenient to control via smart phones and tablets. Another concrete example of how the smart meters allow utilities to partner with customers on energy efficiency is the Green Button, which provides customers with easy access to detailed energy consumption data, empowering them to get more involved in the way energy is consumed and find new ways to conserve. Through Green Button Connect, utility customers can also share data with third parties of their choice on an automated and daily basis, creating a new market for companies to help customers better manage and conserve their energy use. In addition, SDG&E and Candi Controls recently developed the PowerTools app that provides individualized energy information to customers. PowerTools, which utilizes the Green Button Connect My Data platform, is now available on iPhone and iPad via the iTunes Store, and in Google Play for select Android mobile phone and tablet devices. These innovations offer new services to customers to help them in their energy-saving efforts.

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Putting Pricing in the Hands of Customers

Electric Light & Power (11/14/13) Cigarran, Jason

Utilities have long faced an imbalance between the cost of generating electricity and the price end-users pay for that power. A recent study by Brattle Group indicates that consumers on flat-rate pricing plans who do not consume much energy during peak hours usually end up subsidizing heavy-peak users by as much as \$3 billion cumulatively per year. These customers might collectively overpay for electricity by roughly \$7 billion annually based on an estimate by the Federal Energy Regulatory Commission (FERC). By engaging customers in understanding their energy usage patterns and informing them how they can curb their utility bills, enrollment in demand response initiatives can be higher. Ideally, dynamic pricing programs should use powerful tools for market analysis and segmentation that let utilities identify which customers would be most likely to enroll and actively take part in dynamic pricing programs. Dynamic pricing programs also need to be supported by direct mail, online advertising, social media, and broadcast media campaigns as well as smart thermostats or digital control units. Gulf Power, which serves more than 430,000 customers in northwestern Florida, has gained a nationwide reputation for its

12-year-old Energy Select time-of-use/critical-peak pricing program, which has 10,000 enrolled participants. The program achieves 90 percent customer satisfaction rates and has enabled Gulf Power to reduce peak demand and avoid building additional generating facilities. Customers are provided with opt-in opportunities for simplified energy management via their existing broadband network and a ZigBee gateway. Gulf Power establishes a two-way connection with participants, and customers can use the program's portal to preprogram their central cooling and heating systems, electric water heaters, and pool pumps to respond automatically to pricing tiers and price signals.

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Featured Articles

What's Up 2014?

As we enter a new year, let's examine some topics that could have a major impact on the energy efficiency world in the months ahead. Here is the first of a two-part article specially for AESP members.

Energy Efficiency Advocates Try To Work Around Gridlock in Washington



As the year 2014 unfolds, questions continue as to whether Congress can pass significant energy legislation. Recent signs — including the demise in the Senate of an efficiency bill — are not encouraging. However, despite current partisan gridlock, goals such as reducing dependence on imported oil, improving energy efficiency, and investing in breakthrough technologies still enjoy fairly broad support in Congress. This suggests that Congress and industry, if they proceed

carefully, have an opportunity to update and improve major provisions in existing law while maintaining sufficient bipartisan support.

Energy-efficiency measures passed in 2005 and 2007 have proven far more modest than technology now allows. In particular, the U.S. commercial and residential building sectors are grossly wasteful, costing business and consumers tens of billions of dollars annually compared with other industrialized nations. The payback period for many efficiency investments is short, but investment is still lacking. Evaluation of tax incentives for efficiency included in the 2009 stimulus bill could reveal the most cost-effective options. A robust efficiency bill would likely accelerate efficiency standards for lighting, appliances, and other equipment. Yet right now, even modest one-off bills like an efficiency measure from Sen. Jeanne Shaheen (D-N.H.) and Sen. Rob Portman (R-Ohio) have become difficult to pass.

The White House has decided to proceed on its energy-efficiency agenda with or without legislation. On Dec. 3, it announced that it will extend a presidential memorandum calling on federal agencies to achieve \$2 billion in energy savings during a two-year period. The initiative, which has led agencies to identify an estimated \$2.3 billion in savings through the implementation of energy-efficiency measures in federal buildings, began in 2011 and was set to expire this year. The program will now continue through 2016. Rep. Peter Welch (D-Vt.) applauds the decision, but comments that the executive branch's effort should include a specified target amount in savings. "The White House initiative needs to have a specific goal," Welch says. "A concrete goal tends to get better results and it's much more likely to succeed if we have both a concrete goal and a legislative commitment as well." Welch also says he believes the president's decision will increase momentum to pass an energy-efficiency bill in Congress. "It's great to see the administration signaling its commitment to this issue. We have the White House backing this and we have broad bipartisan support which is really rare to see right now," he adds.

Despite the uncertainty coming out of Washington, a new green industrial revolution is gathering steam across the globe. In some regions, it is driven by rising concerns about catastrophic climate change. And in even more regions, new energy technology and financial innovations have opened up hopeful industrial and economic possibilities. Whatever the cause of this transformation, at its center is a new approach to energy characterized by an increasing commitment to conservation and efficiency as well as renewable energy.

This growing commitment is already informing governmental, corporate, and private decisions. It is beginning to affect how regions produce, distribute, and consume energy. The commitment is only at its beginning stage, and the countries that lead this transformation could benefit enormously.

Today, the United States is a leader in advanced energy innovation, holding most of the world's patents in this area. The nation is also at the front of the pack when it comes to installing new renewable energy systems, building highly efficient structures, and pushing for more electric cars. But China and Germany, in particular, have made the clean energy transition central to their overall economic development strategies. Despite some major setbacks and obstacles, these countries continue to have a strong political and policy consensus behind transforming to a more advanced energy economy.

A new report from the BlueGreen Alliance, the Institute for America's Future, and the Center for American Progress calls for a national energy strategy that, at its heart, is an integrated set of regional energy strategies. The report notes that "unlike China and Germany, which drive policy from the top down, we are a country of bottom-up innovation and initiative. Collecting these efforts into a national strategy will take action, and we recommend that not only Congress but also the Department of Commerce — which already has regional economic development functions — play a major role in this initiative."

In furtherance of the notion of spreading such efforts across the country, the Energy Department has awarded nearly \$4 million to 13 states to increase statewide energy savings and boost the energy efficiency of public institutions, local governments, and industrial sectors. Part of the initiative includes retrofitting older buildings to be more energy efficient, which could include window film installation.

"Smart, cost-effective investments in energy efficiency are helping communities across the country cut energy waste and foster economic growth," says assistant secretary for energy efficiency and renewable energy David Danielson. "Through the State Energy Program, states and local governments are leading by example—saving taxpayer dollars and curbing the effects of carbon pollution."

The Energy Department's State Energy Program provides financial and technical assistance to states and territories through competitive grants. As the administrators for energy-saving programs, states use the grants to address energy priorities, advance technology deployment, access partnerships and resources, and coordinate energy-related emergency preparedness across the nation.

Meanwhile, President Barack Obama has instructed federal agencies to raise their renewable energy use in an attempt to reduce carbon emissions without congressional cooperation. Obama issued a memorandum challenging agencies to derive 20 percent of their energy from renewable sources during the next seven years, directing them to try to fulfill that goal by boosting their utilization of wind, solar, geothermal, and other energy sources to the extent that is "economically feasible and technically practicable."

Efficient Lighting

Most of the remaining incandescent light bulbs still being made will be discontinued in 2014. The U.S. Department of Energy's energy-efficiency standards will cause production of typical 40 and 60 watt bulbs to cease. DOE already has caused the phase-out of 75- and 100-watt incandescent bulbs over the past three years. Incandescent bulbs are being replaced with more energy-efficient fluorescent and LED bulbs, which typically use nine to 26 watts. The change will have an effect on residents who favor the old style of lighting in their homes, but it will not be much of a factor for many institutions or municipalities since most of those already switched several years ago to more cost-effective lighting options. Advocates say the LEDs' efficiency and long life make them worth any extra cost. The benefits of LED lighting include increased efficiency, the lack of heat from the bulb, and its immediate brightness. Once the phase-out achieves its ultimate effect, Americans could be saving more than \$20 billion per year at today's average electricity cost of \$0.115 per kilowatt-hour in the residential and commercial sectors.

According to Freedonia Industry Market Research's report, "LEDs & High Efficiency Lighting," U.S. demand for high efficiency lighting is forecast to increase more than 10 percent annually to \$11.7 billion in 2017. This will be supported by technological improvements and regulatory changes designed to lower electricity used in lighting applications. The U.S. market for high-efficiency lighting continues to adjust to the provisions of the Energy Independence and



Security Act (EISA) of 2007. Technological innovations that are improving the performance of LEDs and many types of high efficiency lamps are also supporting demand. In addition, particularly in the LED segment, improvements in manufacturing are leading to lower purchase prices for many products, thereby boosting market penetration for these efficient lighting products.

The market for other energy efficient-linear fluorescent lamps will also register strong growth, supported by heightened penetration of T5 and T8 lamps, in place of less-efficient T12 products. In addition, the rebound in non-residential building construction will provide some prospects.

Through 2017, the building market for high-efficiency lighting products will post especially strong growth, supported by a shift to higher value, longer-lasting lighting products and driven in part by rising efficiency standards for lamps. Residential demand will be bolstered by the replacement of less-efficient lighting that has been phased out due to EISA. Businesses, institutions, and government entities will turn to high-efficiency lighting products to lower energy expenses and to reduce the labor costs of replacing lighting products. Over the longer term, the market will be restrained by the longer service lives of LEDs and newer lamp products, which will limit replacement demand.

LED bulbs last as much as 25 percent longer than halogen lighting while producing less heat and consuming considerably less energy than halogen or incandescent lights. Preliminary findings of Consumer Reports' latest tests show that the newest and least expensive LEDs are shining bright. All of the newer, more affordable bulbs tested by Consumer Reports were as bright as, or brighter, than claimed, and the light color matched what was claimed. Some utilities even offer in-store rebate coupons that knock up to \$10 off an LED's price. For lamps and ceiling fixtures, the product-testing organization found high-quality LED bulbs for as little as \$10. For recessed and track lights, LEDs costing as little as \$16 received high ratings, while quality outdoor LED bulbs could be had for as little as \$40.

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AESP News



AESP's 24th National Conference Is This Month!

Wow, how time flies. We are looking forward to seeing many of you again at our National Conference in San Diego January 27-30. We've lined up an awesome opening speaker – Nick Lowery, Kansas City Chiefs Hall of Famer and motivational speaker – and an innovative closing session “The Lion’s Lair” that’s going to be as exciting as a reality TV show. And in between, over 100 speakers will present more than 60 sessions covering all the hot topics in energy efficiency today. Register now at <https://m360.aesp.org/event.aspx?eventID=91014>

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15215 S. 48th St., Suite 170 Phoenix, AZ 85044
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