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April 2010

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Letter from the Chair



*"In the realm of ideas everything depends on
enthusiasm, in the real world all rests on perseverance."*
– Johann Wolfgang von Goethe

Goethe's quote succinctly describes my renewed commitment to AESP. I am enthused as I take the helm as AESP's chair, but I also know that this is where the real work and perseverance begin. But we cannot plan in a silo – we need YOU! We need your ideas and to understand your needs. We want to hear your concerns and, yes, even complaints. Your suggestions and feedback can only strengthen our organization and continue to make AESP the leading association for professionals involved in providing and supporting the provision of energy services.

Carol White, AESP Chair

While I refine my leadership goals for AESP, I invite you to become more involved with the organization. It is easier than you think! Being a more active member will open challenging new opportunities, hone your skills, and introduce you to other industry movers and shakers. There are dozens of ways for you to participate – contribute to an AESP [Brown Bag](#), write an article for [Strategies](#), or submit an abstract for a potential presentation at one of our three yearly [conferences](#).

Join a [Topic Committee](#) and/or a [Local Chapter](#). If you can't find a local chapter near you, consider starting one. Expand your mind and attend a [Training Course](#), [Brown Bag](#), or [Conference](#). You can also add to our [Online Resource Library](#), review an industry journal and write a review, or reach out to other members through our member directory. Your efforts will ensure that AESP continues to be a valuable industry resource and will help improve and promote our profession.

Tell us what we can do better, what needs to change, your opinions on attracting and sustaining members, and anything else that will enhance our organization. One of my goals is to make sure every single member feels welcome, understands and appreciates AESP's value, and feels confident encouraging others to join. This goal enables all of us to emerge winners.

If you have not participated in an AESP event recently, consider registering for the upcoming [Spring Conference](#) focusing on Program Implementation & Marketing. This conference is being held in my hometown, and I cordially invite you to experience Boston in early May. The weather is ideal, you can't beat our seafood, and our history speaks for itself. Perhaps best of all, our conference sessions and networking events promise to deliver the absolute best for implementers and marketers. I hope to see you there!

Newsletter Sponsored By:

Upcoming Events

Brown Bags

April 1, 2010
Marketing and
Communications Award
Winning Programs

April 8, 2010
Award Winning Programs
in Energy Program Design
& Implementation

April 15, 2010
Pricing and Demand
Response Award Winning
Programs

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

AESP Training Courses

April 5-6, 2010
Milwaukee, WI
P² - Program Planning &
Implementation

April 7-8, 2010
Milwaukee, WI
E² - Economics &
Evaluation

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



AESP's Spring Conference
Boston, MA
Click here for exhibitor and
sponsorship opportunities

October 4-6, 2010
AESP's Fall Conference
Portland, OR

January 17-21, 2011
AESP's 21st National
Conference & Expo
Orlando, FL

Headlines

Stimulus News

"Roseville Solar Start-Up Gets Federal Boost to Build New Plants"
"City, MLGW to Award Homeowners Energy Grants"

Industry News

"A \$63 Million Push to Retrofit Housing"
"Group of 29 Governors Seeks Renewable-Power Standard"
"President Obama Plugs New Energy Rebates"
"What Utilities Have Learned From Smart Meter Tests..."
"Electric Meters Getting Smart in SoCal"
"Near-Threshold Computing Could Enable up to 100x Reduction in Power Consumption"
"EPA Recognizes Leaders in Energy Efficiency: Winners Save Energy and Money Through ENERGY STAR Program"
"EPA, DOE Announce New Steps to Strengthen ENERGY STAR"

AESP News

Featured Article
AESP Welcomes...
News Releases and Announcements

Stimulus News

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

Roseville Solar Start-Up Gets Federal Boost to Build New Plants

Solar Power Inc. has received \$25.7 million in federal economic stimulus assistance to construct a solar panel manufacturing plant as well as a 10-megawatt solar power plant. Both facilities will be built somewhere in Sacramento County, Calif., whose officials helped secure the award. The company is also relocating its headquarters and its staff of 63 to the site of the planned factory, said Jeff Pontius, the firm's executive vice president. The county's assistance package will enable the company to borrow money at tax-exempt, low interest rates, and also includes roughly \$29 million in various energy-related projects for the region. Solar Power still needs additional financing to launch the two projects, said Pontius. The generating plant will produce and sell power to a utility, which could include Pacific Gas & Electric or the Sacramento Municipal Utility District, and is expected to cost \$50 million, he said. Solar Power is currently one of more than 70 green-tech companies based in the Sacramento area. A recent report by Clean Edge ranked Sacramento 10th among the country's 15 largest green-tech economies, based on such factors as job openings and investment activity.

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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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Submissions are due by the 12th of each month to Kisha Gresham at kisha@aesp.org (770) 413-3934

Editorial Staff

Meg Matt, President & CEO

Susan Nathan, Board Chair

From "Roseville Solar Start-Up Gets Federal Boost to Build New Plants"
Sacramento Bee (CA) (03/10/10) P. 1A; Kasler, Dale

City, MLGW to Award Homeowners Energy Grants

Memphis Light, Gas and Water Division plans to launch the Home Energy Efficiency Grant Program (HEEF) that will award Memphis residents up to \$5,000 for energy-efficient home improvements. The American Recovery and Reinvestment Act of 2009 set aside \$6.76 million, \$5 million of which will be distributed through the utility for income-qualified residential programs in the city. The initial HEEF program will focus on energy efficiency for homeowners, with three programs to be rolled out later this year that will focus on efficiency for landlords, housing rehabilitation through nonprofits, and installing programmable thermostats in existing homes. To qualify, applicants must live full-time in their homes, provide proof of residence, and meet income guidelines.

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From "City, MLGW to Award Homeowners Energy Grants"
Memphis Daily News (02/12/10)

Industry News

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

A \$63 Million Push to Retrofit Housing

The city of Boston is undertaking what is being billed as the largest energy efficiency overhaul in public housing in the nation's history. The \$63 million renovation will target 4,300 apartments in 13 Boston Housing Authority (BHA) developments. Energy-intensive lights will give way to hyper-efficient LEDs and compact fluorescents, and oil-guzzling boilers will be upgraded to cleaner natural gas varieties that will allow residents to control their heat. A dozen failing tar roofs that absorb major amounts of heat will make way for white surfaces that reflect warmth and for solar panels. Meanwhile, a cogenerator will use natural gas to heat hot water and produce enough electricity to power the equivalent of roughly 33 single-family homes. "It's the nation's largest public housing energy performance contract, right here in Boston," says Boston Mayor Thomas Menino. "I think it's a win-win for everyone in the fact that it is energy efficient and there is no cost to taxpayers because it is paid for with savings generated by improvements." The U.S. Department of Housing and Urban Development, which covers utility costs for Boston public housing units, has agreed to continue paying the same amount for the next 20 years. The Boston Housing Authority will borrow \$63 million against those future payments and use the money to pay the energy firm Ameresco to complete the three-year project. David Anderson, an executive vice president at Ameresco, estimates that after the BHA repays the loan and interest over the next two decades, taxpayers will save \$7 million annually in utility costs for public housing. "From a taxpayers' perspective, we are using a utility expense that the Boston Housing Authority would have to pay if it didn't do this project," Anderson notes. "So essentially what we are doing is deferring almost 30 percent of their utility expense and reinvesting it in their facilities for no additional tax dollars."

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From "A \$63 Million Push to Retrofit Housing"
Boston Globe (03/18/10) Ryan, Andrew

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Join AESP in Boston

AESP's Spring Conference: Implementation and Marketing will be held in Boston at the Park Plaza Hotel and Towers. For more information, go to www.aesp.org/calendar.cfm.

Group of 29 Governors Seeks Renewable-Power Standard

A group of 29 state governors has for the first time submitted to the White House and Congress a list of recommendations to implement renewable energy nationwide. The lack of consistent national regulations and a complicated jumble of state standards are pushing investments abroad, according to a report that was handed on March 16 to Congress and President Obama. The move reveals growing impatience with Washington's inability to put forward a new energy-climate bill to stimulate growth of solar and wind industry jobs. The report, compiled by the bipartisan Governors' Wind Energy Coalition, recommends that utilities be required to obtain at least 10 percent of their electricity from alternative sources such as wind and solar by 2012. The governors are also calling for an expanded interstate transmission system with major high-voltage lines that would have a wider reach than a fragmented network of smaller lines, noting that a national policy could untangle the web of more localized standards. The group also wants more federal funding for research into offshore wind technology, such as in coastal areas or the Great Lakes, to compete with efforts in Europe and China. The permitting process for wind projects needs to be streamlined and stimulus grant programs and production tax credits extended, according to the governors. The report also calls for a national renewable electricity standard in a new energy bill. About half of states already have similar "portfolio standards," which vary widely.

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From "Group of 29 Governors Seeks Renewable-Power Standard"
Los Angeles Times (03/17/10) Hsu, Tiffany

President Obama Plugs New Energy Rebates

President Obama visited Savannah, GA, on March 2 to highlight a new program designed to provide rebates to families that make energy-efficiency improvements in their homes. Obama focused on an approximately \$6 billion, short-term program designed to get consumers to invest in energy-saving home repairs and upgrades. The administration expects as many as 3 million households to participate in the program, despite the fact that many families have cut back during the economic downturn. Consumers looking to have simple upgrades performed in their homes would be eligible for 50 percent rebates up to \$1,500 for doing any of a straightforward set of upgrades. Consumers can also choose a combination of upgrades for rebates up to a maximum of \$3,000 per home. Rebates would be limited to the most energy efficient categories of upgrades - focusing on products made primarily in the United States and installed by certified contractors. The program would require that contractors be certified to perform efficiency installations. Also, the program would include support to state and local governments to provide financing options for consumers seeking to make efficiency investments in their homes. "We have quite a bit of evidence even in the current economic environment that this kind of incentive - that is easy for a consumer to get, that is upfront and has a time limited, get-it-while-you-can-quality - is quite powerful," says a senior administration official. The program, titled "HOMESTAR," will operate only for a set time frame, which has yet to be established, and homeowners would receive rebates immediately for making investments while the businesses they purchase materials from would later be reimbursed by the federal government. The program requires action from Congress, and the administration is hoping to also convince business, environmental and labor leaders to help pick up the cost.

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From "President Obama Plugs New Energy Rebates"
Politico (03/02/10) Lee, Carol

What Utilities Have Learned From Smart Meter Tests...

Utilities have gained substantial knowledge about how consumers use smart meters but are reluctant to implement it because they want to proceed slowly to avoid consumer backlash. For example, when Pepco Holdings recently conducted a pilot test in Washington, D.C., it found that of three rate plans tested, customers responded the most when threatened with a 75-cent-per-kilowatt-hour (kwh) peak pricing charge during certain hours. These customers reduced their overall energy consumption between 22 percent and 34 percent, and customers who were offered rebates reduced their usage by 9 percent to 15 percent. Pepco program manager Steven Sunderhauf says the utility plans to offer rebates in the future to encourage customers to change their behavior and help them become familiar with smart meters even though "critical peak pricing" triggers a stronger response. When Connecticut Light & Power (CL&P) tested the smart meters in 2009, it found that households facing the highest peak-hour pricing - \$1.60 per kwh at certain times - responded the most and reduced peak use by 16 percent to 23 percent. However, commercial customers reduced their demand by just 7 percent in a similar trial, suggesting that many commercial customers have little leeway in reducing usage during times of peak demand, notes Jessica Brahaney Cain, director of CL&P's smart-grid planning. The utility intends to file plans for mass-meter deployment and dynamic-pricing in March and likely will offer rebates for conservation, at least initially.

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From "What Utilities Have Learned From Smart Meter Tests..."
Wall Street Journal (02/22/10) P. R6; Smith, Rebecca

Electric Meters Getting Smart in SoCal

Southern California Edison, Pacific Gas and Electric and San Diego Gas and Electric are upgrading customers to digital "smart meters" that can wirelessly transmit real-time data about electricity use back to the utility company. The Los Angeles Department of Water and Power also is updating meters, primarily for larger businesses. Utilities can use the new meters to provide detailed information to homeowners about how much energy they are using, giving customers the ability to more easily assess and reduce their consumption. Edison expects that by the end of this year, many of its San Gabriel Valley customers will be able to see how much power they use hour by hour and their cumulative monthly use, letting them know if they are nearing the threshold for higher rates. "We want to get people to start paying attention to how they consume energy," says Gene Rodrigues, Edison's director of energy efficiency. The California Public Utilities Commission (CA PUC) wants the three utilities to provide usage data in real time to customers starting in 2011. Edison has rolled out smart meters to just 170,000 out of its 5 million customers so far. The upgrade is a major component of a statewide effort to reduce energy demand at peak hours, usually 1 to 6 p.m. in the summer. "If customers reduce usage at that time, the utilities can avoid building additional expensive power plants," says Bruce Kaneshiro, a supervisor for the CA PUC's energy division. "Or avoid purchasing power to meet that demand." Edison plans to offer rebates to people who cut back on electricity at peak times and is developing an e-mail or text-message alert system to spread the conservation message. The real-time measurements of power use also will help the integration of wind and solar power, sources that are not available 24 hours a day.

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From "Electric Meters Getting Smart in SoCal"
Los Angeles Times (02/27/10) Setziol, Ilsa

Near-Threshold Computing Could Enable up to 100x Reduction in Power Consumption

University of Michigan (UM) researchers are developing near-threshold computing (NTC) technology, which could allow electronic devices to operate at lower voltages than normal. The researchers say that NTC could enable future computer systems to reduce energy requirements by 100 times or more. NTC allows for advanced scaling of complementary metal-oxide-semiconductor (CMOS) devices, while improving energy efficiency. "The major impact of the work is that, for a fixed battery lifetime, significantly more transistors can be used, allowing for greater functionality," says UM professor Ronald Dreslinski. NTC also could help decrease power requirements without overturning the entire CMOS framework. Operating at near-threshold voltages could allow devices to require less energy while minimizing energy leakage. The researchers say that NTC could have nearly universal applications in data centers and personal computing. NTC also could be useful in sensor-based systems. By reducing the power requirements by up to 100 times in sensors, NTC could lead to future sensor designs.

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From "Near-Threshold Computing Could Enable up to 100x Reduction in Power Consumption"
PhysOrg.com (02/17/10) Zyga, Lisa

EPA Recognizes Leaders in Energy Efficiency: Winners Save Energy and Money Through ENERGY STAR Program

The U.S. Environmental Protection Agency (EPA) is honoring a select group of manufacturers, retailers, public schools, hospitals, real estate companies, home builders and other organizations as 2010 ENERGY STAR award winners. These organizations are being recognized for their long-term commitment to fighting climate change through greater energy efficiency. "EPA congratulates this year's ENERGY STAR award winners," says Gina McCarthy, assistant administrator for EPA's Office of Air and Radiation. "Their commitment to energy efficiency makes these organizations valuable partners in the efforts to reduce greenhouse gas emissions and fight climate change." Organizations are recognized in one of three major award categories: Sustained Excellence, Partner of the Year, and Excellence. The 50 Sustained Excellence winners have continued to exhibit exceptional leadership year after year in the ENERGY STAR program while remaining dedicated to environmental protection through superior energy efficiency. Forty organizations are receiving Partner of the Year for strategically and comprehensively managing their energy use. These organizations promote ENERGY STAR products and practices in their own operations, in addition to providing efficient products and services to consumers and within their community. Twenty organizations are recognized with an Excellence award for a specific activity to promote energy-efficient products, homes or buildings thereby helping to expand the reach of the ENERGY STAR program. American consumers and businesses have been saving energy and protecting the environment for more than two decades by partnering with EPA's ENERGY STAR program. In 2009 alone, Americans, with the help of ENERGY STAR, saved nearly \$17 billion on their energy bills and prevented greenhouse gas emissions equivalent to those of 30 million vehicles. To date, 1 million new homes and nearly 9,000 office buildings, schools, hospitals and public buildings have earned the ENERGY STAR. Since 2000, 3 billion ENERGY STAR certified products have been sold. A complete list of the winners can be found at <http://www.energystar.gov/awards>.

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From "EPA Recognizes Leaders in Energy Efficiency: Winners Save Energy and Money Through ENERGY STAR Program"
EPA News Release (03/18/10)

EPA, DOE Announce New Steps to Strengthen ENERGY STAR

The U.S. Environmental Protection Agency (EPA) and the U.S. Department of Energy (DOE) have outlined a series of steps to further strengthen the trusted ENERGY STAR program. This action comes at a critical time for American consumers, many of whom struggle to keep up with their monthly energy bills. In addition to third-party testing already underway, EPA and DOE have launched a new two-step process to expand testing of ENERGY STAR qualified products. DOE has begun testing of some of the most commonly used appliances, which account for more than 25 percent of a household's energy bill, and both agencies are now developing a system to test all products that earn the ENERGY STAR label. The steps are part of an overall effort by the Obama Administration to improve the energy efficiency of homes and appliances to save families money. "Energy efficiency is more important than ever to American families," says Gina McCarthy, assistant administrator for EPA's Office of Air and Radiation. "As our economy gets back on its feet, ENERGY STAR is an easy way for consumers to save money and help fight climate change." "Consumers have long trusted the ENERGY STAR brand for products that will save them energy and save them money," says Cathy Zoi, DOE Assistant Secretary for Energy Efficiency and Renewable Energy. "The steps we're taking now will further strengthen and improve the program, building on the results that consumers have come to expect." Consumers can feel confident in ENERGY STAR because in 2009 alone, Americans, with the help of ENERGY STAR, saved enough energy to avoid greenhouse gas emissions equivalent to those from 30 million cars - all while saving nearly \$17 billion on their utility bills.

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From "EPA, DOE Announce New Steps to Strengthen ENERGY STAR"
EPA News Release (03/19/10)

AESP News

Featured Article



Karen Flathers, Adara

Empowering Customers with AMI Data Can Drive Energy Efficiency

By: Karen Flathers, Aclara Software Inc.

In 1970, when Earth Day was first started, conserving energy was an idea ahead of its time. This month marks the 40th anniversary of Earth Day, and fortunately, energy efficiency and conservation have been embraced by mainstream America. This evolution is due, in large part, to the development of new software solutions that explain the effects of energy usage in easy-to-understand terms. By providing customers with practical, meaningful information about their energy use, energy providers are empowering them to identify solutions to better manage their energy (and water) consumption.

Empowering customers has stunning results.

Since the first Earth Day, Americans have dramatically reduced the amount of energy it takes to generate economic activity. An effective energy-efficiency strategy with technologies, standards, and services reversed our 100-year trend of near-perfect correlation of energy use growth and economic growth. By using ENERGY STAR-qualified products, last year Americans saved \$17 billion on energy bills and reduced greenhouse gas emissions by the equivalent of those produced by 30 million vehicles.

Unfortunately, recent events have once again put energy efficiency in the spotlight; regional blackouts have focused us on infrastructure reliability, and economic growth worldwide has pushed up energy prices and has also increased the potential for shortfalls in our electric generation, transmission, and distribution systems. Combine those factors with recognition of global warming and its relationship to our energy use patterns and we have a “perfect storm” of energy issues that must include a responsible energy-efficiency strategy.

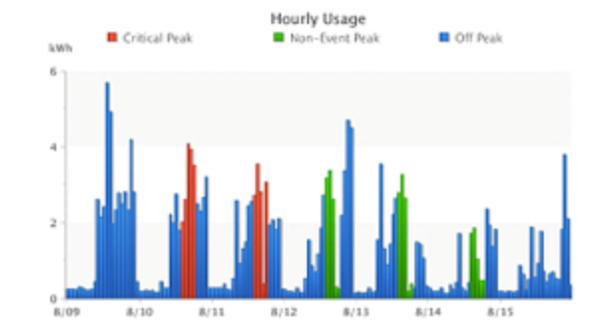
Relevant data made available to customers in real time – Advance Metering Infrastructure (AMI) data – can reengage customers in achieving energy efficiency.

How we present the data makes a difference.

Many utilities have updated their online customer service and call center systems to incorporate energy efficiency with customer service applications, providing customers with actionable information such as benchmarks and personalized bill-reducing strategies. By combining efficiency with customer service, APS saw a 547 percent increase in users of its energy center application and Duke Energy had an increase of 720 percent in users.

Energy-efficient technologies continue to improve, making it even easier for customers to see the “true value” of reducing consumption in real terms like lower energy bills. The next decade promises to bring even more advances in technologies that will present even more detailed energy-efficiency information to customers.

This trend has already started. Across the country, utilities are deploying large-scale AMI projects that provide numerous benefits to both customers and utilities. Quite simply, AMI delivers better information to both customers and utilities to improve customer service and utility operations. Ironically, while utilities have put significant thought and effort into evaluating and developing plans for their AMI deployment, to date many have not put the same thought and effort into a communication and education plan for their customers. As a result, some deployments have met consumer resistance, sporadic lawsuits, and unfavorable media



A view of weekly energy use with emphasis (in green and red) on important higher-priced Peak time-of-use periods

coverage. These events further spotlight the critical role of consumer education in successful AMI deployments. Utilities must have a well-thought-out change management plan that accounts for the required technology platform as well as the long-term shift in the nature of the utility's relationship with its customers. An AMI deployment that addresses the customers' needs will provide additional value to the utility as it uses the AMI data to engage the customer and drive beneficial behavior.



Barbara, a PPL Electric Utilities customer, uses the Energy Analyzer to view her AMI data.

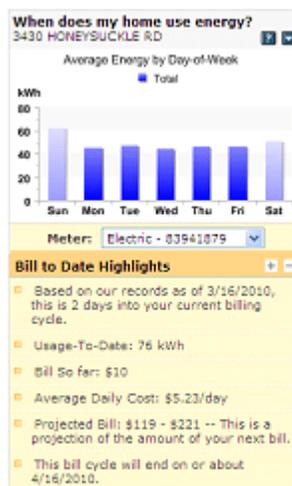
A perfect example of a successful AMI deployment is the well-documented case study at PPL Electric Utilities (PPL EU), where 1.4 million meters are read hourly. PPL EU offers a portfolio of online energy-efficiency and customer service applications through its My Account Web site, which provides everything customers need to know to understand their bills and take control of their energy use. With the new AMI presentation, customers can examine how their activities and the weather affect their usage. They can experiment with changes, such as adjusting their thermostats, to see what difference they make. They can even compare average weekday and weekend hourly use and download spreadsheets of hour-by-hour consumption. This promising trend in customer engagement is creating a new generation of informed and motivated energy consumers.

Since the site's launch in 2007, 10 percent of PPL EU customers visit it every month. Even more encouraging: 180,000 customers have seen the AMI Presentation format, which accounts for 7 percent of all users. This integrated bill presentment feature provides customers with more detailed information such as on-peak and off-peak usage, peak pricing events, day/month billing cycle, and usage patterns, and it also provides suggestions to control costs. Since 2007, PPL EU customers have clicked through to examine this information more than one million times. A 42 percent increase in 2009 compared with 2008 suggests that as this application becomes more familiar, PPL customers are using it repeatedly to review and monitor energy usage. But most important of all, on average 20 percent of these customers dig even deeper and review energy tips by completing the Home Energy Analysis module.

In comparing PPL EU customer usage with similar usage at other utilities, it seems that the more in-depth information customers have, the more information they want. For example, during the peak usage times, 18 percent of PPL EU customers visited the energy analysis module compared with only 5 percent of customers at other utilities who do not have access to this type of in-depth information.

The clear takeaway from this research is that by providing in-depth AMI energy information, such as interval data and customized graphs, utilities can empower their customers to take control of managing their energy use. Moreover, these customers are much more likely to seek out and actually embrace energy-efficiency actions. This is why it is crucial for utilities to develop a comprehensive strategy supported by a technology infrastructure that allows them to disseminate and interpret the data from their AMI systems for consumers. Such education will produce "smart consumers" who will actually embrace the "smart grid" rather than rebel against it. In essence, smart meters equal smart customers.

It's been a long time coming, but Americans are much closer to achieving the mission that Earth Day's founders dreamed of four decades ago.



An up-to-date view of usage and costs for the current bill period, with a projection of future expenses



Frank Stern
Navigant Consulting

Evaluating Renewable Energy Programs

By: Frank Stern, Navigant Consulting

Renewable energy programs are proliferating in North America, driven by renewable portfolio standards and direct customer interest in green power. As these programs have become larger and use more ratepayer dollars, public utility commissions either have begun requiring or will soon require evaluations of the impacts of these programs. In the field of energy efficiency, utility program evaluation is a well-developed skill. But are these skills applicable to renewable program evaluation?

The answer is yes, in some cases. They are applicable, for the most part, in the case of distributed renewables. In the case of utility-scale renewables, the M&V aspects of evaluation are not usually needed; however, attribution analysis can be required. Understanding the distinction

between distributed and utility-scale renewables is essential.

Distributed renewables are typically located on the customer side of the meter. Depending on the local definition, they can include photovoltaics, small wind, biomass, geothermal heat pumps, solar water heating, and daylighting¹. Because these technologies reduce customer load, energy efficiency evaluation techniques tend to be applicable. Installations and installation quality must be verified. With PV, azimuth, angle, insolation, and shading must be examined. Impacts can potentially be measured with billing analysis. Annual and hourly energy production can be simulated with engineering models, although different models may be required than are used for energy efficiency. Renewable systems can be metered or may include integral meters, as with some PV systems. Issues of retention and degradation of savings can be important with these systems. The same types of benefit-cost tests, such as the total resource cost test, are often used for these programs.

Utility-scale renewables are less likely to require similar types of program evaluation. These systems are large capital investments, with some wind projects now approaching 1,000 MW. Measurement of production is done precisely by meters, and verification of installation is not typically an issue, nor is retention. With payment based on delivered energy, degradation of system performance is also not usually a significant concern.

One issue related to utility-scale renewables that can require, and has required, program evaluation skills is attribution. That is, would the projects have been built without ratepayer money? However, standard energy efficiency attribution methods may not be appropriate because of small sample sizes and long, complex decision-making processes. Interviews with developers can be useful, but interviews with these parties require different skill sets than are used when interviewing residential or even commercial customers.

Renewable energy is booming in North America. This developing market provides new challenges and opportunities for program evaluators, but they must be cognizant of how the renewable energy market is different from the energy efficiency market.

¹The state of Arizona considers daylighting as a means of complying with its renewable energy standard.



Meg Matt

Point, Click, Connect!

By: Meg Matt, AESP President & CEO

In a recent member survey, many members indicated they were not aware of some of the features and benefits available from AESP. In the next few issues, we will highlight some of these features and where they are located at www.aesp.org. Information is power!

Topic Committees

What is a Topic Committee?

Topic committees are groups of AESP members who discuss and share ideas about the key issues they face in their area of work. Topic committees provide and encourage opportunities for training and professional development, and members serve as a resource for the exchange of information within the AESP member community via articles for [Strategies](#), organizing [Brown Bag Webinars](#), reviewing abstracts, judging award entries and much more.

Who can join?

All members of AESP are welcome and we encourage you to join a topic committee.

How do I join a topic committee?

To view a list of available committees, [click here](#). To join a committee contact the committee chair listed on that topic committee's page.

Why should join?

Topic committees are the backbone of AESP. Check them out and join one today!

Visit www.aesp.org and discover the power of AESP!

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AESP Welcomes...

New Individual Members

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New Group Members

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ICF International
Megdal & Associates
NMR Group
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Pacific Gas & Electric
Tucson Electric Power
TVA

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News Releases and Announcements

[John Allen Flynt Joins Apogee Interactive as Account Executive for New Dallas Office](#)

[Energy Visionary Joel Gilbert Predicts Smart Grid's Opportunity at EEI](#)

[Apogee Interactive Names Tom Coleman Director of Sales and Marketing](#)

[Conservation Services Group Expands HR Staff](#)

[Aclara Partners with Clevest Solutions Inc. to Provide Smart Meter Deployment Solution](#)

[Aclara Now Offers Time Synchronized Reading of Water Meters](#)

[Aclara Announces Industry's First Wi-Fi-based HAN Solution at DistribuTECH 2010](#)

[SYLVANIA Announces 40 for the Future Earth Day Challenge](#)

[Global Energy Partners meeting demand for Management Systems for Energy Return to Headlines](#)

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