



Monthly Member Newsletter

Strategies

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June 2010

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Letter from the Chair



Meg Matt

Homerun! Outstanding Event! Great Food!

No, I am not talking about a Red Sox game at Fenway, but rather AESP's Spring Conference. If you weren't there you missed an exciting and worthwhile event!

Held in Boston in May, this conference served up a double play with two thought-provoking and inspirational keynote speakers. Read about what these speakers had to say in the featured article below.

Continuing with our 20th Anniversary celebration, we were regaled by the sights and sounds of a professional fife and drum duo outfitted in 17th century attire. Their spirited music kicked off the conference and infused excitement and fun into the opening session. I can still hear the refrain from Yankee Doodle Dandy! Attendance hit a grand slam with record numbers registered for the conference.

We even had 'energy players of the future' with a team of graduate students from MIT sharing insights on research they are conducting. The team, moderated by MIT Professor and industry veteran, Harvey Michaels, discussed new models that leverage community-based resources to meet large utility, state, and national energy efficiency policy objectives. Rounding out the bases were our pre- and post-conference training courses that also scored big!

The conference was given an overall 87% excellent rating from attendees. I am sure the very spacious and elegant Expo Hall with the inviting 'box seats' helped with that score! OPOWER also stepped up to the plate and sponsored the generous prizes for our Expo Bingo event. Many attendees walked away with exceptional prizes including \$250 gift cards to major retailers.

For our Fall Conference we are changing coasts! Join us in Portland, Oregon on October 4 – 6 at the Hilton Portland and Executive Tower where we will focus on: ***Bridging the Gap between Demand Response and Energy Efficiency: Policies, Technologies and the Smart Grid.*** We are also offering a total of three pre- and post-conference training courses including Principles of Demand Response, Overview of Demand-side Management (DSM), and Level II DSM - Economics & Evaluation.

This conference promises to be every bit as invigorating and productive as our spring event! I hope to see you there...

Upcoming Events

Brown Bags

June 17, 2010
California's Self-Generation Incentive Program

July 1, 2010
Picking the Right Tool for the Job: Residential Energy Audit Software

August 12, 2010
The intersection of DSM and Smart Grid: How can evaluation and market research help?

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

AESP Training Courses

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

October 4-6, 2010

Headlines

Stimulus News

"Chatham Hopes to Use Stimulus Funds for Energy Efficient Lights"

Industry News

"Getting Smart About Smart Meters"

"Green Design-Build Model Crafted for Buildings to Achieve Net-Zero Energy Use"

"Obama Already Has \$72B on Tap for Green Buildings, Study Says"

"Regulator Wants More Solar Power From Utilities"

AESP News

Featured Article

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Stimulus News

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

Chatham Hopes to Use Stimulus Funds for Energy Efficient Lights

The village of Chatham, IL, plans on using the portion of a \$250,000 energy efficiency grant it hopes to get to replace aging streetlights with state-of-the-art, energy efficient lights. Village manager Del McCord says the new lights use less than half the power of the old ones, and they also require less maintenance. "We have a test project up now to see the difference in the lights, and to see if we like the way they look," McCord says. "The reports have been very good." The \$250,000 grant is from federal American Recovery and Reinvestment Act, or stimulus, funds. The Springfield-Sangamon County Regional Planning Commission is partnering with the Illinois Association of Regional Councils in the project to distribute the money to Sangamon County communities. Norm Sims, executive director of the planning commission, says incorporated municipalities have to submit a proposal explaining how they would spend the money and how the project would increase energy efficiency. The executive policy board of the planning commission will score the proposals and rank them. That information will then be sent to the state Department of Commerce and Economic Opportunity. The U.S. Department of Energy will make the final approval, and the money could be available to local municipalities in August. McCord says the LED street lights cost about \$600 each, which is about \$400 more than traditional lights. Meanwhile, the Illinois Department of Commerce and Economic Opportunity is offering a \$1.5 million stimulus grant to help the Association of Illinois Electric Cooperatives in implementing a new energy efficiency initiative. Through the program, the association and its member cooperatives will provide rebates for residential homes owned by electric co-op members. The program will fund 30 percent of insulation and weather costs and will provide rebates for installation of heating-cooling system upgrades.

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From "Chatham Hopes to Use Stimulus Funds for Energy Efficient Lights"
State Journal-Register (IL) (05/17/10)

Industry News

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

Bridging the "Gap" between Demand Response and Energy Efficiency Programs: The role of Policies, Technologies, and the Smart Grid
Portland, OR

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

May 16-19, 2011
AESP's Spring Conference: Program Implementation and Marketing
Atlanta, GA







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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(770) 413-3934

Editorial Staff

Getting Smart About Smart Meters

A smart meter measures a household's electricity usage in short increments, with a wireless link sending the usage data to the utility in near real time and indicating to the customer the current price being charged for that power, creating a possible incentive to turn off some lights or appliances. The latest smart meters are designed to be able to control appliances expected to hit the market in the next few years that will help consumers reduce bills and make homes more energy efficient. Many utilities plan to use the meters to charge different rates based on the time of day, in an effort to encourage consumers to use less electricity when demand is typically highest by increasing the rates charged for those periods.

Utilities are testing various new pricing methods, such as giving a rebate for every kilowatt-hour by which a consumer reduces peak power consumption from typical peak levels. Connecticut Light & Power found that customers who were put on such a rate reduced electricity use about 11 percent during peak times. The more effective method, however, involves raising rates on customers during peak times, while rewarding them for using power off-peak. Pacific Gas & Electric Co. has a voluntary program for its smart meter customers that increases the price by 60 cents per kilowatt-hour during peak times, and discounting it by 3 cents per kilowatt-hour in off-peak. PG&E reports approximately 2,400 customers signed up for the program in the summer of 2009, and of those who were on the program in 2008, about 90 percent of them signed up again in 2009. Because the meters are part of a network, there are concerns about the potential of someone hacking into the system, but for now, there is no federal security mandate for smart meters. However, the National Institute of Standards and Technology and other groups are working on a set of recommendations for state utility boards and the Federal Energy Regulatory Commission.

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From "Getting Smart About Smart Meters"
Wall Street Journal (05/10/10) Chernova, Yuliya

Green Design-Build Model Crafted for Buildings to Achieve Net-Zero Energy Use

A group in the U.S. Department of Energy is developing a new design-build project-delivery model for fast-tracked, net-zero-energy buildings, both public and private. The DOE calls the process progressing, performance-based design-build (DB). Haselden Construction, the contractor for the DOE's first application of the model, a \$64 million Research Support Facility for the National Renewable Energy Laboratory (NREL) in Golden, Colo., says the model is design-build "on steroids." The 222,000 square foot building is the largest known net-zero-energy building in North America. The new model will revolutionize how we look at producing high-performance buildings in the commercial buildings sector, according to DOE's Office of Energy Efficiency and Renewable Energy Golden field office director Jeffery M. Baker. The facility is on schedule to open in June. Green DB is a major undertaking for DOE-NREL, which has no experience with DB or performance-based design. Despite requiring a total culture change to accommodate the process, Baker says it is a massive improvement over the government's design-bid-build process. The experience has been so positive for the DOE that it has already initiated five other projects, at a total value of \$262.5 million, using the approach, including a second research support facility, two integrated biorefinery research facilities, an energy-systems integration facility and a parking structure.

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From "Green Design-Build Model Crafted for Buildings to Achieve Net-Zero Energy Use"
Architectural Record (05/10) Post, Nadine M.

Meg Matt, President & CEO

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Kisha Gresham, Strategies Managing Editor

Obama Already Has \$72B on Tap for Green Buildings, Study Says

President Obama and his administration have more than 30 existing programs worth \$72 billion lined up to increase energy efficiency in commercial buildings and multifamily housing, according to an analysis prepared by Van Ness Feldman for the U.S. Green Building Council and several other sponsoring organizations and companies. "The Obama Administration has tremendous, untapped opportunities to use legal tools already at its disposal to enhance the energy efficiency and sustainability of the nation's multifamily and commercial buildings - all without seeking new funds or authority from Congress," according to the report. "All told, the programs identified in this report have the potential to directly provide or facilitate over \$72 billion in funding or loan guarantees, and can leverage hundreds of billions of dollars in private investment through instruments such as mortgage insurance and regulation of the real estate lending market." The report recommends several ways the Obama administration can use existing programs to enhance building efficiency, including reforming appraisals and underwriting practices and Fannie Mae and Freddie Mac, promoting flexible FHA insurance products, and integrating energy efficiency and sustainability criteria into competitive grants and funding formulas.

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From "Obama Already Has \$72 Billion on Tap for Green Buildings, Study Says"
Greener Buildings (04/30/10)

Regulator Wants More Solar Power From Utilities

Arizona Corporation Commissioner Paul Newman is calling on Arizona utilities to get more of their energy from solar power. Newman has issued a written statement asking for support and feedback on a proposal to increase the requirement that utilities get 15 percent of their energy from renewable sources, such as solar, by 2025. He notes that New Mexico, Colorado, Nevada, California, Oregon, and Utah have higher standards, with requirements to get 20 percent to 33 percent of their power from renewables by 2020-25. "Arizonans are hurting, and we must balance citizen demand for solar with the cost," Newman says. "But let's also keep in mind that investing in solar means we lower significant long-term costs such as fuel." The statement follows a promise to explore raising the requirements that Newman made during a recent hearing on the rebates that Arizona Public Service Co. (APS) pays people to put solar-power panels and solar water heaters on their homes. The incentives have been so popular that the utility was running out of money to pay the rebates. APS residential customers pay a maximum \$3.46 monthly tariff to fund renewable-energy projects, from major solar, biomass, or other alternative-power plants to rooftop solar. The maximum tariff for business customers is \$128.70 a month; industrial customers have a \$386 monthly cap. APS will collect about \$86.7 million from the tariffs this year. Newman proposes taking money from the "power-supply adjuster" (PSA) that APS collects to buy power from other utilities and pay for fuel for its own power plants, and spending it on more solar rebates. APS collects the PSA money throughout the year in a separate charge on bills. Power and fuel prices spike in summer. When APS doesn't collect enough through the PSA, it raises the charge, and when it over-collects because prices are lower than expected, it redistributes the money to customers through lower PSA charges. Newman says the PSA is "over-collected" by about \$102 million today, and he wants to take \$25 million from it to spend on more solar.

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From "Regulator Wants More Solar Power From Utilities"
Arizona Republic (04/25/10) Randazzo, Ryan

Featured Article



Anita Hagspiel

Spring Conference Draws Record Crowd

By: Anita Hagspiel, Chair of AESP's Commercial Topic Committee and Denise Rouleau, Vice Chair of AESP's Commercial Topic Committee

AESP's sixth annual Spring Conference & Expo, held in Boston May 3-6, drew a record number of attendees, providing a great opportunity to share the latest thinking in program implementation and marketing. The dual-session tracks – focusing on program design and implementation and marketing and communications – offered something for everyone. With nearly 300 participants, business networking was at its best.



Denise Rouleau

National Grid and NSTAR Electric & Gas were the utility hosts for the event. Opening remarks by Carol White of National Grid (and AESP Chair) and Penni Connor of NSTAR Electric & Gas took us down memory lane, recalling the evolution of Massachusetts' energy efficiency programs over the past three decades. Their presentation illustrated the spirit of cooperation that has helped overcome many challenges in developing a new Massachusetts Statewide partnership, Mass Save.

Keynote speaker Sam Krasnow, a policy advocate and attorney for ENE (Environment Northeast), started the audience thinking about the bigger economic picture of energy efficiency. ENE's research shows that the U.S. massively under-invests in energy efficiency. In contrast to the \$300 billion spent in the U.S. annually on supply resources (gas and electricity), energy efficiency program investment is only about \$4 billion per year. At least 3-4 times that amount (\$12-16 billion) in low-cost efficiency resources are "left on the table," he said.

Mr. Krasnow outlined several steps that could change this scenario:

1. State procurement mandates that require all cost-effective energy efficiency first
2. Revenue decoupling (eliminating the link between utilities' energy sales and revenues)
3. Creation of carbon markets that yield billions in energy efficiency investments

In his opinion, federal climate and energy legislation is needed to achieve the 80 percent reduction in greenhouse gases by 2050, which scientists have established as required to avoid the worst effects of global climate change.

In the joint tracks, three MIT graduate students made presentations about researching new models to leverage community-based resources. In addition, four AESP award-winning programs were highlighted. The Program Design and Implementation track featured discussions about moving beyond rebates, a home-energy labeling program in Oregon, the benefits of joining forces to integrate gas and electric programs and how refrigerator savings still exist.

Philip Giudice, Commissioner of the Massachusetts Department of Energy Resources, provided the closing keynote address. Mr. Giudice, who is also involved in national energy policy, offered that the national government is now assuming a leadership role in energy efficiency. There are a number of challenges to achieving greater energy efficiency nationwide, he said, and while there is no one panacea, the merging together of new approaches, strategic initiatives and partnerships can move us forward – both at the state and national levels.

The expo hall was filled, and as usual expo bingo was a big hit, facilitating networking discussions and opportunities. A big thanks to all of the conference sponsors and exhibitors.

We would also like to recognize the following prize winners:

Alicia De Barreno, WECC
Amy Dickerson, National Grid
Jeff Smith, Georgia Power
Joe Dolengo, National Grid
Karen Warnke, Ameren Illinois
Katie Rowley, Lime Energy
Linda Wetzel, Applied Energy Group
Matt Albrecht, Aclara
Michelle Guerin, Lockheed Martin
Nick Lovier, Ameren Illinois

We look forward to seeing you at AESP's Fall Conference: Bridging the Gap Between Demand Response and Energy Efficiency in Portland, October 4-7, 2010. For additional information on the Fall Conference, visit www.aesp.org/calendar.cfm.

**** In Memoriam ****

AESP mourns the loss of two members whose service to AESP will long be remembered.

Bill Ferguson, an AESP founding board member and past board chair, passed away at the age of 60 on May 20, 2010 after a year-long battle with brain cancer. Bill worked for Delmarva Power for 36 years until his retirement in 2007, and then joined Applied Energy Group. Those who knew him will always remember him for his optimism, humor, gentleness and ability to get things done. We will always be grateful for all the work he put into setting a strong foundation for AESP, which enabled it to become the great organization it is today. He will be missed by his many friends and colleagues within the AESP community.

Rebecca "Becky" Wentler suddenly passed away on May 25 at the age of 48. Becky was a long-time member of AESP and served as secretary for the AESP Midwest Chapter. She was employed by Otter Tail Power Company as a Market Research/Evaluation Analyst for 25 years. Becky will be remembered for her zest for life and a spirit of adventure. Her positive attitude and passion for growing the AESP Midwest Chapter will long be remembered by those who had the pleasure to know and work with her.

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Updates from AESP, Local Chapters, Topic Committees and Members

Midwest Chapter Update

The Midwest Chapter of AESP is pleased to partner with Office of Energy Security (OES) and the Minnesota Technical Assistance Program (MnTAP) to host a forum on industrial conservation improvement programs in Minnesota.

The forum will be on Tuesday, June 15, 2010 from 10 am to 2:30 pm in the McNamara Alumni Center on the University of Minnesota-Twin Cities campus (see attached flyer for more details).

The cost is free and lunch will be provided to all attendees that RSVP. To RSVP, contact Kelly Lady at KellyL@austinutilities.com.

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AESP Welcomes...

New Individual Members

[*Click here to view a list of new members*](#)

New Group Members

Helgeson Enterprise
The WEIDT Group

Renewing Group Members

Aclara
AEP-Texas
Applied Energy Group
Applied Proactive Technologies
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News Releases and Announcements

[AESP Announces a Call-for-Abstracts for its 21st National Conference & Expo](#)

[Georgians Seeking Ways to Slash Home Energy Costs Use Governor's Energy Calculator by APOGEE to Mine for Cash](#)

[DOE Launches the High Efficiency Windows Volume Purchase Program](#)

[Sheila Daly Joins CSG as Director of Professional Services](#)

[Chip Perkins Joins Energy Services Firm CSG as Vice President of Regions](#)

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