



# Strategies

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## Letter from the Chair



**Carol White, AESP Chair**

### How Do Your Customers Use Technology?

Many members of AESP, including me, are energy efficiency geeks. We spend our time and efforts focused on understanding how consumers can meet their needs with less energy. We work to identify technologies and practices to replace less efficient ones, and package them into energy-saving programs and services. Then we evaluate what we've done to ensure the programs are producing anticipated results. But we're certainly not representative of most people. Most consumers spend more time and effort on researching and buying a fuel-efficient vehicle than they spend on buying an energy-efficient home. Think about that for just a moment. I'm not talking about those who purchase a hybrid, electric or alternative fuel vehicle – they already get it. I'm talking about how the majority of people buy a car. Among other things they concentrate on miles per gallon

(MPG), determine what it costs to fill the tank, estimate maintenance costs, and even require cruise control for fuel savings.

How do we help consumers place a value on energy efficiency? How do we move beyond rebates to truly change the importance of energy efficiency in consumers' minds? Can we convince consumers to apply the same amount of effort they expend to buy a car when they buy a new or existing home? Most people are far more concerned about space, number of rooms, and amenities such as granite countertops and beautiful landscaping. Few take into consideration the HVAC system efficiency, wall, ceiling and attic insulation levels, ceiling heights, vapor barriers, appliance and window efficiency ratings – you get the idea. If people truly valued energy efficiency as they value comfort and aesthetics, vast amounts of energy would be saved!

The same concept applies to businesses. How do we educate and influence business owners and building managers to think about energy usage and implement changes? Showing them where to make improvements – even small ones can make a difference. Benchmarking, comparing energy usage with business peers helps illustrate how their operations stack up. These and other measures can lead to more energy savings.

If you're here in Portland, Oregon attending AESP's Fall Conference (*Bridging the Gap between Demand Response and Energy Efficiency*) spend some time in the Expo Hall chatting with attendees and exhibitors. Explore the latest trends in technologies, building materials, appliances and more. You'll even hear how some utilities are successfully changing consumer behavior to better embrace energy efficiency.



**Meg Matt**

### MEMBERSHIP MANIA CONTINUES!

By: Meg Matt, AESP

**iPad and \$250 Gift Cards are up for grabs! Are you in it to win it?**

## October 2010

Please email feedback on Strategies to [kisha@aesp.org](mailto:kisha@aesp.org)

### Upcoming Events

#### Brown Bags

*October 14, 2010*  
The Smart Meter Debate: Managing Key Risks During the Deployment Period

*October 28, 2010*  
Progress Toward Achieving Statewide Electricity Savings Goals: A report from the trenches

*November 18, 2010*  
How Can Market Research and Evaluation Help the Smart Grid Succeed with Customers?

If you would like to organize a Brown Bag, please contact Kisha Gresham at [kisha@aesp.org](mailto: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](mailto:suzanne@aesp.org). For more information about the AESP Institute, click [here](#).

### Conferences

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

*May 16-18, 2011*

Are you going to win the iPad? Or maybe you have your eye on a \$250 gift card to Amazon, a \$250 gift card to the airline of your choice, or 250 Disney Dollars? It's easy to win. You are talking to your peers and colleagues anyway so why not tell them about AESP's annual membership drive? Tell them they can get 15 months for the price of a 12 month membership! That works out to be only \$.43 a day!

#### For YOU...

For every new, paid individual member that you refer to AESP, you'll receive a \$10 Target gift card. PLUS, you'll be entered into a special drawing with the winner receiving a choice of a \$250 airline gift card, a \$250 Amazon gift card, or 250 Disney Dollars. The one person who refers the highest number of individuals will receive an iPad!

#### For NEW Members...

New members will receive 15-months for the price of an annual membership – which is STILL only \$195.00!

Send your friends, colleagues and peers to [www.aesp.org/displaycommon.cfm?an=4](http://www.aesp.org/displaycommon.cfm?an=4) and encourage them to join today! Be sure they include your name as the person who referred them.

Notes: Membership drive ends December 15, 2010. Target gift cards are distributed monthly. The \$250 gift card drawings and award of the iPad will occur on December 16, 2010. Winners will be notified by phone or email. New memberships must be paid in full to receive gifts. Terms are subject to change without notice.



AESP's Spring Conference:  
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and Marketing  
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## Headlines

### Stimulus News

"'Retrofit' Program Greens Up Lowell Buildings"  
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### AESP News

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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.*

### 'Retrofit' Program Greens Up Lowell Buildings

Residents of downtown Lowell, Mass., can now affordably retrofit and preserve their historic properties with "green" upgrades, thanks to \$5 million in federal stimulus money awarded to the city specifically for that reason. The city recently announced the Lowell Downtown Historic District Energy Retrofit program, which distributes grants and low-interest loans for projects to renovate buildings to make them more energy efficient. Each initiative can apply for up to \$500,000 in funding in the combination of grants and loans.

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.

AESP  
4809 East Thistle Landing  
Drive,  
Suite 100  
Phoenix, AZ 85044  
(480) 704-5900

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

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Katherine Johnson, Vice Chair, Publications

### Editorial Committee

Tracy Narel, Board Member

George Phillips, Board

The funding for the city was one of the 35 Federal Recovery Act Better Buildings grants awarded throughout the United States. The city is also slated to launch additional energy efficient retrofit programs for homeowners in other parts of the city, and will use other federal funds to retrofit school and municipal buildings.

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From "'Retrofit' Program Greens Up Lowell Buildings"  
*Lowell Sun (MA) (09/06/10) Sato, Hiroko*

### **Westchester County Offers Free Home Energy Assessments With Federal Stimulus Money**

A new program in Westchester County, New York, will help residents identify ways to make their homes more energy efficient. Homeowners can call 211 to set up a free home assessment with one of the program's six authorized contractors. The Home Energy Assessment Program will last until 2,000 assessments are conducted or through May 31, 2011 — whichever comes first. A federal stimulus grant of \$200,000 helped fund the program, sponsored by Westchester County, the Westchester-Putnam Workforce Investment Board, and the Business Council of Westchester. Homeowners will get the results of the complimentary assessment immediately after the contractor's visit. At that point, homeowners can decide whether to follow up with additional consultations or renovations, which would be at their own cost. The 211 call center also can direct homeowners to federal or state grants to help cover the repair costs.

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From "Westchester County Offers Free Home Energy Assessments With Federal Stimulus Money"  
*Westchester Journal News (NY) (09/01/10) Costello, Diana*

## **Industry News**

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

### **Rhode Island Could Cut Energy Use by a Third, Report Finds**

A new report from Rhode Island has found that the equivalent of nearly one-third of the state's energy needs could be met through efficiency initiatives in the next decade, resulting in total potential cost savings of \$1.85 billion. The Rhode Island Energy Efficiency and Resource Management Council (EERMC), an 11-member panel appointed by the governor, commissioned the report in 2009 to identify efficient ways to use energy that could be implemented at a cheaper price than purchasing additional power. Those initiatives could include switching to compact fluorescent lighting, weatherizing homes so they release less heat and cool air, and replacing old clothes driers or refrigerators with ENERGY STAR-rated appliances. The report, written by KEMA, an energy consultancy, was based on a survey of 450 residential, commercial, and industrial electricity customers. It concludes that by implementing the measures over 10 years, Rhode Island could save 29 percent in energy use and would cut emissions equivalent to taking 21,000 cars off the road. The findings are the basis of the EERMC's proposal to support efficiency programs and incentives offered by National Grid, Rhode Island's largest electricity utility. The plan, which has already been filed with the state Public Utilities Commission (PUC) for approval, aims to double annual energy savings through efficiency measures over the next three years, from approximately 1.2 percent currently to 2.5 percent by 2014. Any energy savings would be cumulative and, just in the initial three-year period, could translate to \$500 million to \$600 million in lower energy costs. Energy efficiency is seen as a cheaper alternative to building new fossil fuel-fired power plants or bringing other sources of energy on line. If the PUC approves the efficiency proposal, the EERMC would work closely with National Grid to devise specific customer incentives and other programs. If all goes as planned, those programs could go into effect at the start of 2011.

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From "Rhode Island Could Cut Energy Use by a Third, Report Finds"  
*Providence Journal (RI) (09/03/10) Kuffner, Alex*

Elizabeth Titus, Board Member

Sara Van de Grift, Board Member

Kisha Gresham, Strategies Managing Editor

### **A New Push by City: Greener Offices**

The city of Houston has announced a new initiative it hopes will make Houston's office buildings more green. The program, dubbed the Green Office Challenge, aims to get building owners and managers nationwide to reduce their energy consumption. Houston Mayor Annise Parker comments, "We're probably the most over-air-conditioned city in the world. There's a lot of opportunity to make improvements." The yearlong Green Office Challenge initiative includes an energy efficient loan program that would provide an incentive to those worried about the costs of going green. Later this fall, the city plans to offer low-cost loans to property owners and tenants, providing the money goes to reducing their energy usage. That might include installing light sensors and upgrading heating and cooling systems. "People like the idea of doing energy efficiency improvements, but they still get nervous about that upfront capital," notes Laura Spanjian, the mayor's director of sustainability. More than 50 percent of Houston's greenhouse gas emissions come from residential, commercial, and industrial energy use, according to a city study based on 2007 data gathered from CenterPoint Energy and several public agencies. Of that, more than one-fifth come from office buildings. The city could use upwards of \$7 million to make energy efficiency loans, which will be offered in increments ranging from \$150,000 to \$250,000 and at interest rates of less than 3 percent. The money is coming from \$23 million in stimulus funding the city received last year from the Department of Energy. The yearlong office challenge is a partnership between the city; local businesses; and ICLEI - Governments for Sustainability, an international association of local governments that provides services related to sustainable development.

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From "A New Push by City: Greener Offices"  
*Houston Chronicle (09/15/10) Sarnoff, Nancy*

### **How Philadelphia's Navy Yard Will Become Mini-City of Energy Innovation**

Pennsylvania State University and several partners are planning on developing and implementing some cutting-edge energy efficiency technologies at the Philadelphia Navy Yard. Some innovations could include "dynamic" building facades that adjust in response to changes in outdoor temperature and sunlight, high-tech materials to remove humidity from the air without cooling the air to freezing temperatures, and electronic sensors that detect harmful particles in the air and activate filters when needed. Some of these technologies are still conceptual, while others are already on the market. However, few of them, even those available, are implemented as parts of a system in which buildings, and even whole neighborhoods, are designed to reduce energy costs by engaging in a computer-controlled give-and-take with the environment and the electrical grid. Penn State professor of architectural engineering James Freihaut says a few "smart buildings" have been built as examples, but never in a way that can be replicated at a low cost for practical applications. The goal of the Penn State project is to develop a technology that will pay for itself within five years, and reduce energy costs by at least 50 percent. Some other technologies that could be used in the project include window glass that can be electrically manipulated to admit different levels of light depending on the time of day, or in response to weather changes or how many people are in the building. Various types of high-tech installations will be installed, with a focus on indoor air quality. The air in tightly sealed buildings can suffer from "off-gassing," or the discharge of chemicals from synthetic materials. Bayer MaterialScience has developed eco-friendly urethane coatings and other materials with negligible levels of volatile organics. Business leaders will be able to follow the project through an interactive web site.

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From "How Philadelphia's Navy Yard Will Become Mini-City of Energy Innovation"  
*Philadelphia Inquirer (09/01/10) Avril, Tom*

### **Programs Available to Finance Energy Efficiency**

The state of Tennessee is forming an innovative public-private collaboration to establish a targeted loan program for energy efficiency improvements. The program is being supported by state funds, the Tennessee Valley Authority, Pinnacle National Bank, Pathway Lending, the U.S. Department of Energy, and the U.S. Economic Development

Administration. The new program will improve access to loan capital for businesses in the state to finance energy efficiency and renewable energy projects. The program will offer below-market rate loans ranging from \$20,000 to \$1 million to finance energy efficiency improvements at Tennessee facilities. This could include retrofits, equipment upgrades, or adding renewable energy generation. Businesses benefit by seeing long-term energy savings while becoming more competitive and reducing impacts on the environment. An April 2010 study, "Energy Efficiency in the South," concluded that Tennesseans could save as much as \$1.6 billion annually by 2020 and \$3.1 billion annually by 2030 by reducing the growth of electricity consumption. The Pew Foundation recently reported that the lack of financing is the leading hurdle to implementing energy efficiency projects.

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From "Programs Available to Finance Energy Efficiency"  
*Knoxville News-Sentinel (TN) (09/04/10) P. 14 Gwin, Clint*

### **Utility Programs Succeed in Cooling Off Summertime Demand for Electricity**

Kansas City Power & Light (KCP&L) gives a big part of the credit for its able to handle this summer's heat wave to its programs that are specifically designed to curb peak demand. Under one of those programs, called Energy Optimizer, a record number of residential customers volunteered to automatically reduce their air-conditioning use for a few hours on some of the hottest days. With a little help from commercial customers that was enough for KCP&L to avoid setting a record for peak electricity usage. "It's without question there have been a couple or three days this summer we would have broken our record without this," says Chuck Caisley, a spokesman for the utility. Utilities have long sought to reduce peak demand, mainly through commercial customers, which are paid by the utilities if they agree to cut their use on the worst days. Residential customers are getting more attention now, and a Federal Energy Regulatory Commission report released in 2009 focused on their potential. The report estimated that peak demand could be reduced up to 20 percent nationwide by the end of the decade. "I think peak-demand reduction is an issue for utilities nationwide," says Omar Siddiqui, a senior project manager for the Electric Power Research Institute. Westar Energy Inc., the biggest electric utility in Kansas, also has in place a program that asks residential and small-business customers to volunteer to reduce peak demand. Westar's program, called WattSaver, is modeled after KCP&L's Energy Optimizer. The utility installs a free "smart" thermostat for each customer who agrees to participate. In return, the customer allows the utility to remotely cycle the air conditioning on and off for a few hours on peak days when the utility wants to reduce demand. Customers can opt out once a month. Paula Carvell, a Westar manager for energy efficiency, notes WattSaver's enrollment is 11,000 customers, and Westar is confident it eventually will reach 90,000. "We got quite a bit of feedback from our customers; they love it," Carvell says, adding that only a handful of customers have dropped out of the program.

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From "Utility Programs Succeed in Cooling Off Summertime Demand for Electricity"  
*Kansas City Star (08/31/10) Everly, Steve*

### **State Energy Efficiency Program Slow to Ignite**

A loan program intended to help Kansas homes and small businesses become more energy efficient has used only a small portion of the stimulus dollars available to it. During its first year, Efficiency Kansas spent just \$285,416 to help improve energy efficiency in 42 projects, even though it has a total of \$34 million in funds to distribute by 2012. The program started offering a rebate in early September 2010 to enable applicants to pay \$100 for an energy audit rather than \$300 or more. Applicants must get an energy audit that provides recommended improvements. Energy Kansas uses a "whole house" strategy to reduce energy costs and provides low-interest loans to those interested in making their home or business more efficient. The program is working with utility companies to provide access to the loan money without recipients having to go through a bank, says Cara Sloan-Ramos, spokeswoman for the Kansas Corporation Commission (KCC), which oversees Efficiency Kansas. Utility co-op Midwest Energy Inc. expanded its How\$mart program in order to participate in Efficiency Kansas, and Westar Energy has proposed an efficiency plan called SimpleSavings. If the KCC approves the program, Westar will be able to take part in the program as well. Sloan-Ramos notes that fewer than 10 energy auditors advertised their services in Kansas a year ago, but that number has increased to 54 today.

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From "State Energy Efficiency Program Slow to Ignite"  
*Wichita Eagle (KS) (09/01/10) P. A1 Koranda, Jeannine*

### States Aim to Cut Energy Bills

Arizona, Kentucky and other states are aggressively pursuing energy efficiency and alternative energy projects thanks to a tremendous boost in the budget of the U.S. Department of Energy's State Energy Program authorized by the American Recovery and Reinvestment Act of 2009. The act allocates an additional \$3.2 billion on top of about \$500 million in regular yearly funding, and most of the stimulus funding is being channeled into energy upgrades at state facilities, including hospitals, prisons, schools, universities and office buildings. The Arizona Energy Office earmarked more than \$12 million in stimulus funding for 167 K-12 schools chosen for energy-efficiency upgrades, with the state covering 30 percent of the project costs while the schools pay the remaining 70 percent. The schools have been able to use the stimulus money as a down payment and have successfully drawn private contractors to pay for the retrofits and allow the schools to reimburse them over time with the money saved on energy bills. The Energy Department says that for every federal dollar spent, states report \$10 in non-federal investments and \$7.22 in energy savings. Kentucky Gov. Steve Beshear committed \$14 million in stimulus funds to the Green Bank of Kentucky, a financing program for energy efficient retrofits in public buildings, with the first loan given to the Kentucky School for the Blind, Kentucky School for the Deaf and the Future Farmers of America Leadership Training Center. The Green Bank can underwrite a larger number of projects than would otherwise be possible because it lends money at less than the prevailing rate.

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From "States Aim to Cut Energy Bills"  
*Stateline.org (08/13/10) Vestal, Christine*

## AESP News

### Featured Article

#### National Grid's Commercial Kitchen Efficiency Program

*By: Suzan Holmes-Newton, National Grid*

Given their intensive use of energy, food service facilities are strong candidates for implementing energy-saving measures. Using a multifaceted approach, National Grid revamped its Commercial Kitchen Efficiency Program to better address market needs and reflect changing technologies. In doing so, it established a firm foundation for ongoing energy savings in the food service industry.

During the first year of implementing the new program (2009), participant numbers rose to five times the original, and therm savings realized increased approximately 50%. Expanded program offerings are expected to increase participation in 2010 by 30 percent to 50 percent.

#### Challenges

The program was begun in 2007 but did not see notable results until 2009. Potential barriers to program growth included factors such as:

- Food service buildings rank second among the most energy-intensive building types, yet much of the energy consumed produces no useful work.
- The restaurant industry is often focused on the short term: about 30% of restaurants close within a year of opening.
- The restaurant market is highly segmented: from institutional to commercial, locally owned vs. chains; renters vs. owners. Similarly, equipment supply channels can vary widely and thus influence decision-makers using differing criteria.
- Knowledge and resources: restaurant owners often needed better education regarding energy saving techniques and equipment. When the program began, few recognized energy-efficient equipment was available.

## Actions Taken

Features of the restructured program included:

*Revised program specifications that incorporated higher rebates and included more types of equipment*

- In 2008, National Grid began offering free pre-rinse spray valves to its customers, and in 2009, in conjunction with the EPA's Water Sense program, high-pressure, pre-rinse spray valves were added to the commercial kitchen offering and given to customers at no charge. Also in 2009, incentives were offered for convection ovens and steamers.
- Beginning in 2008, incentive levels were increased to \$1,000 per unit for most types of equipment to better reflect equipment investment costs. In 2010, equipment such as gas griddles, combination ovens, and others will be added. Partnerships with equipment manufacturers continue to evolve.

*Collaboration with trade partners to provide a series of energy seminars and material to the target audiences*

- A series of traveling road shows was held in conjunction with food and restaurant organizations in Massachusetts, New Hampshire, Rhode Island, and New York. The shows provided education regarding energy efficiency plus examples of currently available products. Equipment distributors also promoted the program at smaller trade shows and at the New England Food Show (a major restaurant event in Boston).
- To increase awareness of energy-efficient products, National Grid worked with PITCO (a high-efficiency fryer manufacturer) and Market Forge (a high-efficiency steam cooker manufacturer) to include ENERGY STAR rebate slips in boxes of qualifying equipment.
- National Grid also worked with larger chain restaurants such as 99 Restaurants and Burger King to leverage organization-wide purchasing. Burger King, for example, worked with the Food Service Technology Center and broiler manufacturers to test high-efficiency broilers. In conjunction with National Grid, Burger King ultimately began a program to promote and install high-efficiency broilers regionally and also highlighted their benefits in internal publications.

### *Ongoing support of new technologies*

National Grid continues to invest in new, more efficient products through its funding of special programs by the Gas Technology Institute (GTI) and by working with customers when beta-testing new equipment. A current program includes a partnership with the 99 Restaurant in Lynnfield, Mass., to test their Low Oil Volume fryer. Also under consideration are beta sites for high-efficiency dishwashers. A high-efficiency wok, a rethermalizer, and a commercial stove top are also under development.

### *Summarized program results 2007 – 2009*

The table below summarizes program results from the years 2007 through 2009. Note that these also include water savings obtained through the use of the high-pressure spray valves.

National Grid Commercial Kitchen Results 2007-2009							
Equipment	2007 Incentives	2008 Incentives	Therm Savings	Water Savings	2009 Incentives	Therm Savings	Water Savings
Fryers	2	62	59,572		83	79,750	
Convection ovens	N/A	N/A			14	3,472	
Steamers	N/A	1	200		3	600	
High-pressure pre-rinse spray valves	N/A	28	10,507	7,233	367	132,720	94,800 Gallons
Total	2	91 (63 w/o spray valves)	70,279	7,233	467 (100 w/o spray valves)	216,542	94,800 Gallons

### *Looking ahead*

National Grid is encouraged by the results of this revamped program and will continue its efforts in customer education and promotion of high-efficiency equipment. National Grid also expects to continue work with GTI in bringing new technologies to the marketplace.

### *Credits and more information*

Sincere thanks to Michael Pace, National Grid, for information about this program.

Those interested in more details can get in touch with Michael:

Michael Pace, Lead Engineer  
National Grid  
40 Sylvan Road  
Waltham, MA 02451  
781-907-1624  
[Michael.Pace@us.ngrid.com](mailto:Michael.Pace@us.ngrid.com)



Lisa Skumatz

**Evaluation Quad-Fecta – Results of a Recent Comprehensive Review of Status, Gaps, and Next Steps in Impact, NTG, NEB, and Lifetimes (a SERA/CIEE Study)**

*By: Lisa A. Skumatz, Ph.D., Skumatz Economic Research Associates, Inc. (SERA)*

As part primer, part comprehensive literature review, and part analysis of gaps, promising approaches, and next steps, a recent paper (SERA/CIEE<sup>1</sup>) examined four topics addressing evaluation, measurement, and attribution of direct and indirect effects to energy efficiency programs with a focus on behavioral initiatives. Those four topics are:

- Estimates of program savings (gross);
- Net savings derivation through free ridership / net to gross analyses;
- Indirect non-energy benefits / impacts (e.g., comfort, convenience, emissions, jobs); and
- Persistence of savings.

These elements all play a role in identifying how much savings can be attributed to a program. Gross savings count the kWh associated with the initial widgets or behaviors changed; NTG adjusts by what would have happened without the program to estimate “net” attributable kWh savings; NEBs provide estimates of the indirect effects of programs (greenhouse gases, utility savings, participant impacts); and Estimated Useful Lifetimes (EULs) / persistence determine how long the estimated annual savings should be “summed up.” Balanced against program costs, various sets of these impacts are rolled up to identify the benefit/cost analysis associated with programs.

As a starting point, it has become more apparent that evaluation and attribution methods have reached a point that they must evolve in order to provide credible results for the next generation of programs. Two primary factors have complicated the methodologies that have been applied to energy efficiency programs:

- Transition to more behavioral, outreach, and other non-measure-based programs (education, advertising), making it especially hard to “count” impacts, and
- Increased chatter in the marketplace, in which consumers may be influenced by any number of utility programs by the host / territorial utility (the “portfolio”) as well as influences from outside the territorial utility (national, neighboring programs, movies / media).

Although the paper initially focused on behavioral programs, the shortage of evaluation work in behavioral programs led to an expansion from a narrow to a wider definition, incorporating education / outreach, behavioral, measure adoption decisions, and participation decisions. After a review of more than 250 reports / articles, review of state / regulatory policies nationwide, and outreach to 100 professionals / experts in the field, the study (available online at [www.serainc.com](http://www.serainc.com)) came to a number of conclusions in these four areas:<sup>2</sup>

- Impact / Gross (Adjusted) Savings Estimates
- Net-to-Gross / Net Savings (NTG)
- Non-Energy Benefits (NEBs) / Omitted Effects
- Measure Lifetimes / Persistence / Estimated Useful Lifetimes

[Click here to read the full article>>>](#)

<sup>1</sup> *Project oversight and guidance from Edward Vine, Ph.D., CIEE. Paper is: Skumatz, "Lessons Learned and Next Steps in Energy Efficiency Measurement and Attribution: Energy Savings, Net to Gross, Non-Energy Benefits, and Persistence of Energy Efficiency Behavior," November 2009. Staff from The Cadmus Group assisted with the analysis of impact evaluation portion of the report.*

<sup>2</sup> *This paper includes findings from the report and research, as well as opinions and implications based on the research. Of course, any errors remain the author's responsibility. The paper provides much more detail, and even the paper represented a shortened version of the research.*

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### **Updates from AESP, Local Chapters, Topic Committees and Members**

**AESP has initiated a new sub-committee to focus on the business issues around energy efficiency and DSM. Please help us spread the word!**

#### **DSM Business Issues and Models Committee**

*MISSION – This Committee will address issues associated with the changing business environment for DSM, including organizational and regulatory issues, and their implications for DSM providing entities.*

Those interested in joining can contact Denise Richerson at [DRichersonSmith@Tep.com](mailto:DRichersonSmith@Tep.com) or Dan Violette at [Dan.Violette@NavigantConsulting.com](mailto:Dan.Violette@NavigantConsulting.com).

#### **Northeast Chapter Update**

AESP's Northeast Chapter is hosting the Northeast Energy Efficiency Council Annual Conference on November 3, 2010, in Westborough, MA. This event will examine if diversified efficiency program development occurred, if new markets were reached, the benefits and results, and if the industry has taken full advantage of the opportunities. For more information, [click here](#).

#### **Cascade Chapter Update**

Future of Energy is hosting its second Political Forum on Energy and Sustainability on Wednesday, October 6, 2010 at the Bagdad Theater in Portland, OR. This forum will feature candidates vying for some of the most contested political positions in the region. Candidates will meet their competitors at the Bagdad Theater to answer questions about energy and sustainability issues that are important to voters. Candidates will choose challenging questions in a gameshow style format in a relaxed environment featuring Livewire's very own Sean McGrath.

For more information, contact Phillip Kelsven at [Phillip.Kelsven@csggrp.com](mailto:Phillip.Kelsven@csggrp.com).

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