



# Strategies

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*December 2010*

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## Letter from the Chair



**Did you know the epicenter of energy efficiency will be in Orlando in January?**

If you haven't already registered for AESP's National Conference in Orlando ([www.aesp.org](http://www.aesp.org)), now is the time! Packed with over 65 educational sessions, pre- and post-conference training courses, and innovative networking events, this conference delivers it all in one convenient location.

Engaging keynote speakers from Disney Institute and the Pew Center on Global Climate Change will challenge us to think beyond our workday concerns and remind us of the bigger picture we face professionally and environmentally.

**Carol White, AESP Chair**

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- Attend the member orientation and learn how to get the most out of your AESP membership.
- Earn CEUs from our training courses.

## Upcoming Events

### Brown Bags

*December 9, 2010*  
Achieving Deep Refrigeration Energy Savings in the Grocery Market

*December 16, 2010*  
Smart Grid: What's needed to develop the residential market for Complimentary Products and Services

If you would like to organize a Brown Bag, please contact Kisha Gresham at [kisha@aesp.org](mailto:kisha@aesp.org).

## AESP Training Courses

*January 17, 2011*  
Overview of DSM

*January 17, 2011*  
Intro to The Principles of Evaluation, Measurement & Verification (E M & V)

Do you want to go but need to convince your boss? Click on [AESP's ROI Calculator](#) and you'll find a handy form that outlines your conference goals, total costs, and more. Don't forget you can use your group points for conference registrations if your company is an AESP Group Member.

There is something for everyone, and this is the one can't-miss conference of the year! I encourage you to register today and look forward to seeing you at the Hilton Walt Disney World.

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### Will You Win the iPad?

AESP's membership drive ends soon! If you would like to win the iPad, 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 so that we can send you a Target gift card and enter your name into the drawing.

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.



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January 20-21, 2011  
Elements of Marketing  
your Energy Efficiency  
Program

January 20-21, 2011  
P2 - Level II DSM

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### Conferences

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

October 3-6, 2011  
AESP's Fall Conference  
Dallas, TX

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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,

## Featured Articles

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### Featured Articles

#### AESP News

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Updates and News from AESP  
New and Renewing Members  
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.*

#### 73 Utah Schools to Get Solar Panels

Thanks to a \$3 million federal stimulus grant given to the Utah Energy Program, solar panels will be installed in every school district in Utah, at 73 schools in all. Johnson Controls is designing and installing the panels as part of the program. The panels are expected to remove more than 8,000 tons of carbon dioxide from the atmosphere over 20 years. "Everybody who drives by this school, everybody who comes to this school is going to see those solar panels," says Gilbert Sperling, a senior adviser at the U.S. Department of Energy. "They're going to take a look at this and say, 'You know, this is what we ought to be doing.'" Students in participating schools will be able to track online how many kilowatt hours of energy their solar photovoltaic arrays generate, and teachers at the schools will receive training to teach students about solar, wind and geothermal technologies.

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From "73 Utah Schools to Get Solar Panels"  
*Salt Lake Tribune (11/08/10) Schencker, Lisa*

### Industry News

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

#### Wisconsin Public Service Commission Backs Bigger Investment in Energy Efficiency

Wisconsin's energy efficiency programs would receive increased funding from electricity ratepayers in the next four years under a proposal adopted Nov. 4 by the state Public Service Commission (PSC). The state's Focus on Energy program has been reallocating its budget to meet the heavy demand for energy efficiency services from the business community, according to the PSC. The commission's action must be endorsed by the Wisconsin Legislature's Joint Finance Committee. A study by the Energy Center of Wisconsin has concluded that the state could triple funding for energy efficiency and achieve \$1 billion in savings on energy bills for customers. Citing the economy, the commission voted to increase funding for efficiency initiatives, but didn't increase spending as much as advocates had sought. PSC Chairman Eric Callisto is urging the agency to adopt a more gradual ramp-up in funding for energy efficiency given the state of the economy. "Rates will go up over time if we don't invest in energy efficiency," he says. "I'm also cognizant of the economic woes the state is now facing." The PSC decision would set a target of reducing the state's electricity demand by 1.5 percent beginning in 2014. Under the proposal, funding for energy efficiency programs would expand to \$120 million in 2011 from \$100 million in 2010, with the goal of expanding incentives aimed at reducing energy

a network of energy practitioners, and promotes the transfer of knowledge and experience.

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## We've Moved!

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

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bills. Funding would then increase to \$160 million in 2012, \$204 million in 2013, and \$256 million in 2014. Under state law, the commission is allowed to seek increased funding for energy efficiency initiatives based on a study conducted by the state energy think tank Energy Center of Wisconsin in Madison.

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From "Wisconsin Public Service Commission Backs Bigger Investment in Energy Efficiency"  
*Milwaukee Journal Sentinel (11/06/10) Content, Thomas*

### **Peco Ahead of Schedule on Conservation**

Peco Energy reports that over 1.5 million consumers have reduced their power consumption, saving nearly \$70 million. Consequently, the utility already has reached a state mandate to reduce overall demand for electricity 1 percent by May 31, 2011. The state's conservation law requires utilities to reduce consumption 3 percent by 2013 or face penalties. Peco already has saved 419 gigawatt hours with its Peco Smart Ideas programs. Peco's program consists of recycling appliances, offering rebates, and distributing fluorescent lightbulbs to consumers. Peco also has a Smart A/C Saver program, which shuts consumers' air conditioners off for about 15 minutes every day during peak times in the summer. By 2012, the utility hopes to roll out a program that will provide consumer savings by using energy during off-peak hours.

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From "Peco Ahead of Schedule on Conservation"  
*Philadelphia Inquirer (11/10/10) Maykuth, Andrew*

### **Obama Administration Unveils Plan to Score Homes for Energy Efficiency**

The Obama Administration has unveiled a plan enabling U.S. homeowners to obtain low-cost energy audits and get federally insured loans for upgrades. The new Home Energy Score will let consumers find out how much money they could save by adding insulation, sealing air leaks or doing other upgrades. "Together, these programs will grow the home retrofit industry and help middle-class families save money and energy," says Vice President Joe Biden. "This is the kind of program that could go viral," says Jared Bernstein, executive director of Biden's Middle Class Task Force, noting there are tens of millions of old U.S. homes. U.S. officials expect that the audits, to be done by trained contractors, will cost less than half of private ones, which often exceed \$350, because of their streamlined approach. Consumers will be able to seek up to \$25,000 in federally insured, PowerSaver loans at or below market rates. The U.S. Department of Housing and Urban Development expects up to 24,000 households will qualify for loans averaging \$12,500 during the two-year pilot program, which starts early next year. A recent report by the private American Council for an Energy-Efficient Economy concludes that to trim energy use, consumers first have to know how much they use and be given incentives and feedback. The new initiative is part of the Obama Administration's broader efforts to boost home energy efficiency. Its Recovery Act program to weatherize nearly 600,000 low-income homes by March 2012, but was criticized earlier this year by the Department of Energy's inspector general for moving too slowly.

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From "Obama Administration Unveils Plan to Score Homes for Energy Efficiency"  
*USA Today (11/09/10)*

## Home Properties and National Grid Partnership Promote Energy Conservation

Home Properties Inc. has partnered with the electric utility National Grid to replace current light fixtures in approximately 1,400 apartments and common areas at seven Boston-area apartment communities with energy-conserving compact fluorescent light bulbs (CFLs). This means more energy efficient lighting for the various apartment communities at no additional cost to residents. Marc Dykes, senior construction manager for Home Properties, states, "Home Properties' residents appreciate our proactive approach to making their homes 'greener' and they'll also notice a meaningful savings in their electricity bill because these changes will result in lower energy consumption -- a benefit to everyone involved." The CFLs to be installed in each new fixture have a 6,000- to 15,000-hour usage range, a dramatic energy savings from a typical incandescent light bulb with a significantly shorter lifespan. While individual apartments will receive upgraded fixtures and CFL bulbs, Home Properties also has looked into reducing energy consumption in its common areas. To this end, it has requested that National Grid install motion sensors and timers to activate lighting only when these areas are in use. National Grid will begin installing the fixtures and CFL bulbs at these communities at the end of October.

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From "Home Properties and National Grid Partnership Promote Energy Conservation"  
*KPTM FOX 42: Omaha News (10/22/10)*

## New Tool to Save Energy

Western Massachusetts Electric has rolled out a power consumption program that will allow consumers to manage their energy savings online. Western Mass Saves enables customers to view nearly 300 ways in which they can save energy, in addition to winning prizes from businesses participating in the program. Customers also will receive energy reports in the mail detailing tips for tracking energy usage. Western Massachusetts Electric encourages its 200,000 customers to reduce their energy consumption by 50 kilowatt hours over the course of a month. Industry experts say that the reward program is a particularly appealing way to engage customers with energy efficient practices, especially as consultants predict that \$1 trillion could be saved through energy saving programs through 2020.

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From "New Tool to Save Energy"  
*Berkshire Eagle (MA) (11/09/10) Dobrowski, Tom*

## Arlington 'Green' Contest Competitors Sought

In Virginia, the Crystal City Business Improvement District, the Public Broadcasting System and Monday Properties are among the competitors that will attempt to cut their carbon footprint over the next year by following about 30 ideas aimed at energy sustainability. Arlington County Board Chairman Jay Fisetta remarks, "It is a creative partnership between the county and private sector to help them save money and to help protect the broader environment." Friendly competitions, such as one Fisetta started with the Virginia Municipal League, "can be a helpful tool," he notes. Commercial office buildings in Arlington County contribute 40 percent of the county's carbon emissions. Arlington is one of four communities selected by ICLEI - Local Governments for Sustainability, an organization of about 1,200 local governments committed to sustainability practices, to run the program. Sarah O'Connell, Arlington's energy outreach coordinator, comments, "We would love to see both property managers and office tenants register and participate." Office tenants will use an online scorecard. Commercial property managers will be guided by the Environmental Protection Agency's performance rating system, which helps track water and energy consumption, and be asked to share waste-diversion reports with the county. Businesses will get support from training, networking, a Web series, and brown bag lunch talks. The Arlington games also will partner with organizations that focus on energy and sustainability to provide experts at monthly support meetings.

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From "Arlington 'Green' Contest Competitors Sought"  
*Washington Post (10/28/10) Goodman, Christy*

### **PowerHouse Program Energizes Students**

More than 200 students at Doris Miller Middle School in San Marcos, Texas, are participating in an energy efficiency and conservation program called PowerHouse, which is designed to teach kids about changes they can make to improve energy use and lower utility bills. PowerHouse also discusses electricity production, the effects of energy use on the environment, and how to look for energy wasting habits at home. "I liked PowerHouse because I learned how to make my home be more energy and water efficient by turning off leaky faucets and adding weatherstripping to doors," says student Israel Morfin. "I learned with PowerHouse that using florescent lighting and energy efficient settings for our thermostat in summer and winter can save energy in my home," says Shane Rowe. Using a guide, students walked through their homes and recorded energy-using features and behaviors. The results were put into the PowerHouse software program, which analyzes the data and provides individualized reports showing energy use patterns, energy saving advice, and a summary of the house's effects on natural resources. The students also received solutions they could take home to their parents. "PowerHouse teaches students and their families that bad energy habits like keeping lights on, leaving the refrigerator door open, or setting the thermostat too low on hot summer days can waste natural resources and cost additional money on their monthly electric bills," says San Marcos Public Services Department employee Jan Klein. "They learn that by making simple changes, each of us can help reduce the overall demand for water and electricity and help ensure that there is enough for many generations to come."

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From "PowerHouse Program Energizes Students"  
*San Marcos Daily Record (TX) (11/04/10)*

### **Build a Better Bathroom**

Energy efficient bathrooms can save individuals and families hundreds of dollars each year. "If people are willing to take that first step, even something that is comfortable and simple like replacing a light bulb in the bathroom, it can lead to a much bigger community impact," says Michelle Vigen, campaign and metrics coordinator for Clean Energy Resource Teams, a partnership between nonprofits and the University of Minnesota that promotes clean energy. "It's more important now than ever." Bathrooms use more than half of a home's indoor water consumption, with toilets making up about 30 percent. If residents want to make changes, there are three easy places to start — the showerhead, the faucet, and the toilet. An individual can install a low-flow showerhead, which can be purchased at a home store for between \$20 and \$60. A low-flow faucet aerator also can be used in a sink. Most faucets can use aerators, and before adding or replacing one, homeowners should make sure the rate of gallons per minute is 2.75 or less. Finally, a flush converter can be purchased for the toilet for less than \$30. The converters enable the toilet to have two flush options, a lighter one for liquid waste and a heavier flush for solids.

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From "Build a Better Bathroom"  
*Chicago Daily Herald (11/05/10) P. 6 Wanzek, Melanie*

## North Carolina Dorm 'Biggest Loser' in EPA's Energy-Reduction Competition

The University of North Carolina at Chapel Hill cut energy use at a residence hall by 36 percent, making it the winner of an Environmental Protection Agency (EPA) contest inspired by the television show "The Biggest Loser." The 14 buildings in the competition together cut their energy bills by \$950,000 from Sept. 1, 2009, to Aug. 31, according to the EPA. The winning team, from the Morrison Residence Hall dormitory on the North Carolina campus, managed to reduce its energy use 36 percent, trimming an estimated \$250,000 from its energy bills, and cut its carbon dioxide emissions by 730 metric tons in one year. Chris Martin, director of energy management at the school and the efficiency team leader, says that payoff came from an investment of less than \$30,000. For the Morrison Residence Hall team, the biggest savings were achieved through adjustments to the building's heating and cooling system. In a major shift, the computer-controlled system for the 10-story, 217,000-square-foot building was reprogrammed to run significantly more slowly during moderate weather. As a result, students who reached to crank up their air conditioning on a warm day, for instance, were met with a cool breeze rather than an Arctic blast - and the savings mounted. The University of North Carolina at Chapel Hill has already made big strides toward energy efficiency in recent years, with modifications of more than 100 buildings that reaped savings of nearly \$4 million last year. The average savings per building was \$33,000, on an average investment of about \$7,000.

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From "North Carolina Dorm 'Biggest Loser' in EPA's Energy-Reduction Competition"  
*Bloomberg (10/26/10) Kucera, Danielle*

## In Kansas, Climate Skeptics Embrace Cleaner Energy

Despite putting little stock in scientific predictions of climate change, residents of the deeply conservative city of Salina, KS, do believe in saving energy. The Climate and Energy Project, a small nonprofit group that aims to get people to rein in the fossil fuel emissions that contribute to climate change, set out to extricate energy issues from the charged arena of climate politics by sponsoring a year-long competition among towns in Kansas to reduce dependence on fossil fuels. If the heartland is to seriously reduce its reliance on coal and oil, Climate and Energy Project Chairwoman Nancy Jackson and others decided, the issues must be separated. So the project ran an experiment to see if by focusing on thrift, patriotism, spiritual conviction, and economic prosperity, it could rally residents of six Kansas towns to take meaningful steps to conserve energy and consider renewable fuels. The project's strategy seems to have worked. In the course of the program, which ended last spring, energy use in the towns declined as much as 5 percent relative to other areas - a giant step in the world of energy conservation, where a program that yields a 1.5 percent decline is considered successful. The towns were featured as a case study on changing behavior by the Department of Energy's Lawrence Berkeley National Laboratory. The Climate and Energy Project just received a grant from the Kansas Energy Office to coordinate a competition among 16 Kansas cities to cut energy use in 2011. Elliot Lahn, a community development planner for Merriam, a city that reduced its energy use by 5 percent, says that when public meetings were held on the six-town competition to save energy, some residents offered their view that global warming was a hoax. However, they were eager to hear about saving money, Lahn notes. "That's what really motivated them," he says.

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From "In Kansas, Climate Skeptics Embrace Cleaner Energy"  
*New York Times (10/19/10) Kaufman, Leslie*

## A New Dawn for Demand-Side Management

Demand-side management (DSM) opportunities are flourishing in the current utility industry. Supported by federal programs like the American Recovery and Reinvestment Act, billions of dollars have been funneled into energy-saving programs. According to Ed Legge of the Edison Electric Institute, "DSM measures have finally entered the mass consciousness." The DSM initiatives that have been proposed include lighting upgrades, financing options and rebates, and other incentives for energy-saving programs. Energy analysts say that the support for DSM has been unprecedented, with utilities that have traditionally refused to subscribe to DSM programs now joining the green-friendly wave. About 70 percent of commercial buildings in the United States are powered by a utility rebate, with products like T8 and T5 lamps, occupancy sensors, and LED lighting having a significant presence in the market. The Energy Information Administration reports that the money invested in DSM programs has been worth the reward, with over 86 million megawatts-per-hour saved in just 2008. Furthermore, as technology expands and more consumers rely on devices like laptops and iPods for 24/7 use, utilities have found it increasingly necessary to adopt DSM programs.

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From "A New Dawn for Demand-Side Management"  
*EC&M (10/10) Bloom, Susan*

## Plan Seeks to Make Atlanta a Top 'Green' City

Atlanta Mayor Kasim Reed on Oct. 25 introduced a plan to make Atlanta one of the nation's top 10 green cities as ranked by Sustainlane.com. Atlanta ranked 19th in the group's 2008 peer-reviewed survey, up from 38th. The goal is to make the city more competitive against peers like Seattle, Chicago, and New York -- which have effective policies on green building, electric vehicle infrastructure -- and to improve quality of life. The plan, which includes reducing municipal energy use, sets goals through 2050. The first goal, which is to have a city fleet composed of 15 percent alternative-fueled vehicles, is set for 2012. Experts in sustainability government are pushing "green" planning at the insistence of residents and businesses. As both look to be more efficient by replacing aging HVAC systems or building towers with low-flow toilets, they expect government to do the same. Ben Taube, executive director of the Southeast Energy Efficiency Alliance, says cities also are taking advantage of billions in federal funding directed toward green or sustainable projects. One of the first projects under the plan will be the construction of more efficient turbines at the R.M. Clayton Water Reclamation Center. The city has received \$7 million in grants and loans from the Georgia Environmental Facilities Authority for the work, which will create renewable energy to lessen the amount Atlanta has to buy from Georgia Power.

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From "Plan Seeks to Make Atlanta a Top 'Green' City"  
*Atlanta Journal-Constitution (10/26/10) Stafford, Leon*

## Rolling Back the Power Meter

Mechanical engineer Ken Brengel built a house in Long Island, N.Y., two years ago that has neither boiler nor chimney nor air-conditioning condenser. "You can't control your taxes," says Brengel, "but I wanted to make sure my utility bills were as little as possible." Brengel has gone months without spending anything on heating or cooling, and his annual electricity bill is \$1,000. "I always thought if I had the ability to build a house, I would like to make it as energy efficient as possible," he says. Doing so involved integrating several alternative energy systems, starting with one for the walls. From basement to roof, they are built of interlocking Styrofoam-wrapped concrete blocks known as insulating concrete forms. The Brengel house is one of 23 on a recent free self-guided tour organized by Renewable Energy, a nonprofit advocacy group. Residences from Garden City to Montauk showed off their solar energy systems, geothermal heating and cooling, Energy Star appliances, and recycled materials like denim for insulation. Gordian Raacke, the executive

director of Renewable Energy Long Island, says the tour benefited homeowners who "have installed solar energy features or clean energy features," and have become "solar missionaries." A federal Department of Energy task force is expected to release a plan for a National Home Rating System by year's end "which will then help the real estate industry to value these improvements and get banks to take them into consideration," Raacke says. The Long Island Power Authority offers rebates on solar systems of \$1.75 per watt, up to 10 kilowatts, with a maximum of \$17,500--or not more than 50 percent of the installed costs, whichever is less. There is a 30 percent residential solar federal tax credit through this year and a 25 percent New York State residential tax credit on net costs for a solar electric system up to \$5,000.

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From "Rolling Back the Power Meter"  
*New York Times (10/16/10)*

### **An Argument for State Solar Feed-in Tariffs**

The renewable and non-renewable energy industries are currently in conflict, and need to reach a consensus that benefits both parties. To this end, feed-in tariffs have been shown to enhance the addition of solar energy to the power grid. Utilities can set up policies for feed-in tariffs via a Renewable Energy Initialization Fund, which leverages the collective power end customers. The first step would be to add a flat charge to each customer's monthly bill. Utility providers that oversee the feed-in tariff programs can easily and quickly determine the market cap, while the cost of the program is borne by each customer equally. There is no cost to the utility apart from administration expense related to the additional charge. Utilities benefit because they obtain free power at peak hours of energy use and improve their image as a corporate citizen that invests clean-power. Feed-in tariffs can also be structured by adding a small charge to each kilowatt-hour of energy the utility sells. This approach spreads the cost according to actual energy use, so heavy power users will pay more into the feed-in tariff scheme. This encourages heavy users to become more efficient and install their own solar power plants to curb operational costs. The utility can determine caps based on actual annual energy sold rather than the number of customers. The flat charge per kilowatt-hour is below 1 cent, and the price of electricity can be low per kilowatt-hour.

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From "An Argument for State Solar Feed-in Tariffs"  
*Electric Light & Power (10/10) Vol. 88, No. 5, P. 48 Huff, James*

## **Featured Articles**

### **Featured Articles**



**Carol Sabo**

#### ***Energy Efficiency 2010***

*By: Carol A. Sabo, Tetra Tech*

Two years ago, I co-authored a paper for the AESP conference that went back in time to the 1980's. I found that 20 years later, program planners were still dealing with many of the same issues in energy efficiency. One major issue in the 1980's that still existed in 2008 was the lack of good data to estimate energy efficiency measure and program savings, both annual energy and coincident peak hour demand impacts. As we close out 2010, have we made any progress in addressing the data shortage?

What other changes or new trends have we seen in the short two years since that paper was presented? Even more important, will these new trends result in

better program performance? For that discussion, I note what I see as major new trends that are expected to continue in the energy efficiency industry—many were initiated in 2009, but more fully implemented during this past year.

1. **Statewide energy efficiency programs**—the regulators are back in the driver's seat with more jurisdictions being fueled by state legislative mandates to offer consistent programs statewide. While some states have offered statewide programs for many years (including Wisconsin and California), more states are developing consistent statewide programs. Massachusetts filed joint statewide electric and gas energy efficiency programs for 2010-2012, to be implemented by the program administrators. Indiana recently selected an Independent Third-Party Administrator to help implement a set of core statewide energy efficiency programs.
2. **Statewide EM&V**—states such as Ohio, Pennsylvania and New York have adopted evaluation, measurement, and verification (EM&V structures) that include a statewide evaluation oversight team reporting to the regulators. The statewide evaluator or statewide evaluation advisor role is to establish consistent and rigorous approaches to the evaluation of individual utility energy efficiency programs conducted by independent EM&V contractors hired directly by the utilities.
3. **Deemed Savings and TRMs**—the race is on to see which state has the largest technical reference manual with the most tables of deemed savings and engineering algorithms. At last count, with 463 pages, New York State's latest technical manual issued in October 2010 may be in the lead. When the TRMs started to appear, some EM&V contractors thought that impact evaluation budgets would be lower, but a new major evaluation task may be to read, understand, and verify what is in those manuals.
4. **Attribution and Net Savings**—just when you thought free ridership and spillover methodologies should have been decided by now, more projects are springing up to revisit the whole topic again. Massachusetts, after using a standard self-reported approach for many years, is taking another look at the whole process of free ridership analysis. You may have felt that it was difficult before to measure the indirect impacts of utility energy efficiency programs before declaring them partial or full free riders to develop net savings from the programs. Now, throwing in and assigning attribution of savings with overlapping energy efficiency programs from ARRA funds and state entities adds a new dynamic to the process.
5. **New Strategies to Capture Behavioral Savings**—what happens to major savings now coming from CFLs and commercial lighting when the readily available high efficiency technologies become standard practice? Home energy management systems and "office of the future control systems" are getting some play in the market, but utilities are also starting to recognize the significant potential savings from changing customer behavior. To facilitate that behavioral change, devices are available that provide real-time information to customers on their energy use. The challenge will be to accurately measure the savings with fairly small percentage impacts (much less than 5 percent reported in most cases). At the same time, the mass market does offer significant opportunities to reduce electricity consumption by turning off appliances, consumer electronics, and office equipment when they are not in use.

With these major trends in 2010, the question is will they lead to more effective program design, delivery, and evaluation? This will depend on a number of factors. First, states that have not offered mature energy efficiency programs for many years need the time to develop an infrastructure to effectively deliver those programs. The fast-tracking of statewide programs to meet aggressive short-term, as well as long-term goals, has eliminated the ability to develop infrastructure through pilot-programs and "soft openings." Program administrators are still struggling to get effective database and tracking systems in place that must also support the data requirements for statewide evaluators. They still need to develop relationships with contractors, vendors, and other trade allies.

Second, the approval processes for new programs and measures need to be streamlined. Utilities in some states have to go through longer regulatory approval processes to add

programs or measures and to finalize evaluation plans. Not only do these delays put the programs behind in meeting their goals, but program administrators are less likely to make major program changes or suggest new programs or measures because of the lengthy process.

Third, more collaborative research is needed to improve savings estimates. These include baseline studies and load research to develop a shared database of load profiles. The joint studies could reduce individual program administrator costs of collecting data on-site and reduce the number of projects that may be delayed while baselines are being measured.

With those changes, program performance will be greatly improved and the energy efficiency industry will benefit overall from more experience and better data to plan and implement successful energy efficiency programs.

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## AESP News

### Updates and News from AESP

#### Registration is Open for AESP's National Conference

Thought provoking speakers, lively discussions, and interactive networking sessions, mixed with a little bit of fun, await you at AESP's 21st National Conference & Expo, January 17-21, 2011 in Orlando.

If you thought last year's event was great, this one will be even better. Take a look at the [preliminary agenda](#) to get an idea of what's in store.

For additional information about the conference or for a list of available sponsorships, visit [www.aesp.org](http://www.aesp.org) or call (480) 704-5900.

#### Navigating the maze of community engagement? Looking for best practices, new ideas, and a shoulder to lean on? Join AESP's Community Initiatives Sub-Committee!

Under both the Implementation and Marketing Topic Committees, the Community Initiatives Sub-committee is a place to share cutting-edge ideas on all aspects of community initiatives—from program design to marketing and evaluation. Join our monthly call on December 14 to learn about Connecticut's new Neighbor to Neighbor Energy Challenge. Even better, find us at the national conference in Orlando during the Topic Committee sessions. To find out more about how to participate, email Ellen Pfeiffer at [ellen.pfeiffer@us.ngrid.com](mailto:ellen.pfeiffer@us.ngrid.com).

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### New and Renewing Members

#### ***New Individual Members***

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

#### ***New Group Members***

Enalasy

***Renewing Group Members***

ERS

AM Conservation

Navigant Consulting

Alabama Power

Columbia Water & Gas

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**News Releases and Announcements**

[APOGEE Interactive Finalist in Eighth Annual TechAmerica Georgia Competition](#)

[Florida Public Utilities Selects APOGEE for Online Energy Efficiency Platform](#)

[Xcel Energy makes Home Energy Audit program more user friendly](#)

[Robert Nuss Named Regional Vice President at Conservation Services Group](#)

[Christi Robinson Named a Vice President at Conservation Services Group](#)

[CSG Awarded Grant to Develop MLS Energy Efficiency Listings from Doris Duke Charitable Foundation](#)

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