



# Strategies

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**What's New in Program Marketing & Implementation!**

**Westin Buckhead, Atlanta, GA • May 16-19, 2011**

**March 2011**

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

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## Letter from the Chair



**Promoting Behavior Change:**  
**How do we get customers to transform how they think about and use energy?**

By: Carol White, AESP Chair

One of the definitions of behavior in the American Heritage Dictionary is *the actions displayed by an organism in response to its environment*. A simple example in the energy industry is when a consumer implements energy-saving measures in response to a high utility bill. This consumer reached a point where the status quo was no longer acceptable and took action.

We applaud that effort, but what we really need is to create a culture change where the importance of sustainability drives consumer actions. Numerous studies have illustrated that overall energy use can be reduced by up to 30% throughout the U.S. by making relatively simple changes in homes and businesses. So what's preventing most consumers from changing their behaviors?

Some reluctance to adopt energy efficiency practices can also be attributed to education and ineffective communication. The best behavior-focused energy efficiency programs have a clear and concise educational component that provides the consumer with tangible facts about why energy efficiency investments are important, both from an economic perspective and from an environmental perspective. These efforts are focused on shifting the way consumers think about their energy use. These behavior focused programs help the consumer to understand simple actions that they can take on their own and may also drive the consumer to participate in other energy efficiency programs or services. Finding the right motivation that engages consumers can be challenging as there is no one-size-fits-all approach.

Evaluation must be a critical component of our behavior focused efforts. We need to understand what works in driving behavior change in both the short-term and the long-term. We then need to share what we learn with each another in order to make a significant impact beyond our local areas.

## Upcoming Events

### Brown Bags

**March 10, 2011**  
Community-based Marketing Programs that Get Results

**March 17, 2011**  
Soup to Nuts: Building EM&V into Program Design: An Interactive Webinar

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](#).

Undoubtedly, inspiring consumers to shift their way of thinking and make energy use a priority will require a fundamental cultural change. These behavior-focused programs show promise for driving that cultural change. As an industry, we must continue to strive towards making energy efficiency not only a priority but a sustainable reality.

\*The American Heritage® Science Dictionary Copyright © 2005 by Houghton Mifflin Company

## Headlines

### Industry News

"Energy Efficiency Efforts Gaining Traction in Missouri"  
"Why Energy Efficiency Has More Traction Than Green Energy Sourcing"  
"Utilities Expect to Spend More on Efficiency"  
"More Homes to Get Energy Labels"  
"University of New Hampshire Reports Money, Energy Saved Through Program"  
"TD Bank Opens Nation's First Net-Zero-Energy Branch"  
"Higher Bills, Tax Breaks Spur More Attention on Efficiency"  
"Appraisal Institute Launches Green Valuation Program"

### Featured Articles

Featured Article - Online Apps at Indianapolis Power & Light Company Turn "Green Buzz" Into "Green Behavior"

### AESP News

Updates and News from AESP  
New and Renewing Members  
News Releases and Announcements

## Industry News

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

### Energy Efficiency Efforts Gaining Traction in Missouri

A recent study commissioned by the Missouri Public Service Commission (MO PSC) indicates state residents could save more than \$5 billion in electric and natural gas costs over the next decade by fixing drafty houses, replacing old appliances with more efficient ones, and taking other energy-saving measures. Rules finalized by regulators in early February could help achieve that potential by giving utilities incentives to invest in promoting energy efficiency. The study represents the first statewide assessment of energy savings potential and one of several indicators of the heightened importance placed on energy efficiency in Missouri. The new rules aim to compensate utilities, through rate adjustments, for investments in programs encouraging consumers to use less power. Energy efficiency programs, commonplace on the coasts, are gaining traction in Missouri due to increasing electricity rates in the state. Utilities and regulators generally agree that saving a watt of electricity is often cheaper than generating one. Ameren Missouri, Laclede Gas Co., and other Missouri utilities long ago established energy efficiency programs that involved funding appliance rebates and discounting or giving away compact fluorescent light bulbs, but those efforts have been slow to expand, in part because decades-old utility rate-making policy includes a disincentive for utilities to take actions that reduced energy sales.

The Missouri Energy Efficiency Investment Act is meant to jump-start efficiency programs in the state by allowing utilities to earn the same profit on a "cost-effective" efficiency

## Conferences

May 16-19, 2011  
AESP's Spring Conference: What's New in Program Marketing & Implementation  
Atlanta, GA

October 3-6, 2011  
AESP's Fall Conference: Customer Behavior and The Smart Grid  
Dallas, TX

February 6-10, 2012  
AESP's 22nd National Conference & Expo  
San Diego, CA

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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.

## We've Moved!

AESP  
15215 South 48th Street,  
Suite 170

implementing new or expanded efficiency programs at each utility. Ameren commissioned an exhaustive study of energy-efficiency potential in its service area that was published in January 2010. That study showed sizable energy savings are achievable, but more modest than that suggested in the KEMA study. "We're very proud of the Ameren Missouri study," says Rick Voytas, manager of energy efficiency and demand response for the utility. "What we really invested in was public interest surveys to determine what really drives customers to invest in energy efficient alternatives."

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From "Energy Efficiency Efforts Gaining Traction in Missouri"  
*St. Louis Post-Dispatch (02/11/11) Tomich, Jeffrey*

### Why Energy Efficiency Has More Traction Than Green Energy Sourcing

The Obama Administration's "Better Building Initiative," which calls for commercial buildings to become 20 percent more energy efficient over the next decade, stands a much higher chance of success within the existing political climate than calls for more renewable energy sources. The program seeks to catalyze private sector investment in building improvements, as commercial buildings use approximately 20 percent of all the energy used within the U.S. economy. By focusing on retrofits and improvements, the White House proposes to help companies and building owners save up to \$40 billion per year in energy bills. One example of what this energy efficiency initiative could mean to a business involves a deal between energy services company Ameresco and Children's Hospital Boston. As part of the deal, the 392-bed Children's Hospital Boston has made improvements that save an estimated \$950,000 in annual utility costs and \$76,000 in annual maintenance costs. Those improvements include green lighting upgrades; the installation of lighting controls and variable speed fans in the heating, air-conditioning and ventilation systems; and a host of other technology-enabled upgrades. Paul Williams, director of engineering for the hospital, says the "ongoing energy efficiency work with Ameresco has resulted in an important reinvestment in our facility, with substantial operational and maintenance improvements ... This project has benefits beyond financial as these improvements have enhanced the hospital environment for our patients and staff alike." Energy efficiency in buildings is best served by a marriage of traditional facilities and information technology — from software to sensors — which is why companies like Cisco, IBM, and Hewlett-Packard are involved heavily in this issue. The administration's new program will shed even more light on this topic, prompting an increasing number of IT managers to become more familiar with the role they could play in better building management.

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From "Why Energy Efficiency Has More Traction Than Green Energy Sourcing"  
*ZDNet (02/08/11) Clancy, Heather*

### Utilities Expect to Spend More on Efficiency

A recent survey conducted by Comverge indicates that 92 percent of utility executives predict spending at least 10 percent more on efficiency in 2011, while 22 percent of those expect an increase of 20 percent or more. When asked to identify the critical features of the next wave of energy management systems, 25 percent of respondents said support for open standards, 20 percent said the ability to measure and verify results, and 19 percent said control and automation capabilities. On the other hand, only 1 percent of respondents believe smart grids will show measurable benefits within one to three years. Respondents said the major barriers to the smart grid include consumer education and awareness, aging infrastructure, and instituting variable and dynamic pricing programs.

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From "Utilities Expect to Spend More on Efficiency"

Phoenix, AZ 85044  
(480) 704-5900

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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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### More Homes to Get Energy Labels

More new homes this year will include labels estimating monthly energy bills. KB Home, one of the nation's largest builders, announced on Feb. 14 that it plans to have an EPG (Energy Performance Guide) on each of its U.S. homes by the end of this month, and other builders plan to follow. "This is a game-changer," says KB Home CEO Jeffrey Mezger. "Once it's out there, everyone will do it." He says consumers will understand that KB's homes, all of which meet ENERGY STAR standards, will "perform better than resales down the street." "We're rolling that out this year," says Jim Petersen of Michigan-based PulteGroup, which includes Pulte Homes, Centex, and Del Webb, predicting that California, Phoenix, and Las Vegas will be among the first to feature the label. Meritage Homes has been marketing all its homes, which are built to ENERGY STAR standards, with such a label since 2009, says C.R. Herro, the company's vice president of environmental affairs. Lennar is taking steps to offer the label as well, says Steve Baden, executive director of RESNET, the Residential Energy Services Network, a private, non-profit industry group that has developed the label as part of its Home Energy Rating System (HERS). The label features a HERS score, determined by an independent auditor, that shows a home's energy efficiency (the lower the score, the better) and projects utility costs. While this label applies only to new homes, the U.S. Department of Energy is developing a home energy score for existing homes. DOE is beginning pilot projects in 11 U.S. communities and will launch a national standard this fall. The U.S. government requires new ENERGY STAR homes to earn a HERS score of 85 or lower. Existing homes average 130, while homes that produce as much energy as they use score a zero. Some homes that meet DOE's Builders Challenge with HERS scores of 70 or less already carry efficiency labels, but the move by KB Home will increase the number of U.S. homes offering them.

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From "More Homes to Get Energy Labels"  
*USA Today (02/15/11) Koch, Wendy*

### University of New Hampshire Reports Money, Energy Saved Through Program

A Feb. 15 report from the University of New Hampshire's Carbon Solutions New England (CSNE) provides first-year results from the state's Greenhouse Gas Emissions Reduction Fund (GHGERF). The report shows grants awarded by the fund generated an actual, verified energy use reduction of 40,500 BTUs and a savings of \$1.5 million to state businesses, communities, and residents in the first year of the program. The lifetime savings from the \$17.7 million awarded from the fund are projected to be \$60.6 million in energy costs based on current energy prices. The report covers the period from July 2009 through June 2010. For every dollar invested by GHGERF, there will be a return of \$3.42 in energy savings over the lifetime of the projects. "The GHGERF program has invested in a wide range of projects essential for enhancing energy efficiency and providing the foundation for the state to implement key recommendations of the New Hampshire Climate Action Plan," says CSNE Director Cameron Wake, a co-author of the report and research associate professor at the University of New Hampshire's Institute for the Study of Earth, Oceans, and Space. In 2009, the New Hampshire Public Utilities Commission competitively awarded 30 grants for a total of \$17.7 million to support programs and projects that directly and indirectly supported the reduction of fossil fuel-based energy. The grants served a wide range of energy consumers, many of whom are not covered by traditional utility-operated energy efficiency programs. Approximately 80 percent of the funds went to activities that directly reduced energy use.

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From "University of New Hampshire Reports Money, Energy Saved Through Program"  
*Eagle-Tribune (NH) (02/16/11) MacKenzie, Jo-Anne*

In an effort to reduce its environmental footprint, TD Bank is opening the first "net-zero energy" bank branch in the country, in Fort Lauderdale, Florida. The bank branch is set to open this spring and will produce at least as much energy as it consumes. The National Renewable Energy Laboratory defines a net-zero energy building as a residential or commercial building that produces at least as much energy as it consumes and is generally built with both energy efficient technologies and renewable energy resources. The bank branch will achieve a net-zero energy building B classification, which is the second highest of four designations in the category. It also will open with the LEED Platinum certification, which is the highest level of LEED certification available. The new TD branch will produce at least 100,000 kilowatt-hours of electricity on site every year while using slightly less than that - about 97,000 kilowatt-hours. TD Bank has several energy efficient branches in the United States that opened in 2010, and the new branch is designed after these green stores. TD Bank's President and CEO Bharat Masrani says, "We are thrilled to open the first net-zero energy bank in the United States, and we will continue to work to reduce the energy we use. To us, being environmentally responsible is fundamental to being the better bank."

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From "TD Bank Opens Nation's First Net-Zero-Energy Branch"  
*Bank Systems & Technology (02/01/11) Gunn, Matt*

### Higher Bills, Tax Breaks Spur More Attention on Efficiency

The number of Chattanooga, Tenn., residents getting energy audits to cut their electricity use more than doubled in 2010. Lured by bigger tax breaks and more consumer awareness of the benefits of energy efficiency, nearly 2,300 Chattanooga residents and businesses took advantage of Chattanooga's Electric Power Board (EPB) energy inspections to identify ways to cut their electricity consumption. Tennessee Valley Authority (TVA) spokesman Mike Bradley says that the number of electricity users in the region asking for help cutting their energy consumption also is running nearly twice the year-ago rate. TVA is on pace to provide energy audits and advice to more than 18,000 residential customers this year, he says. "We've had some extreme weather with a hotter-than-normal summer and a colder winter and that, combined with some of the incentives being offered for energy improvements, is causing a lot more people to take a closer look at ways to be more efficient," says Bradley. The energy audits TVA began underwriting three years ago are designed to detect such problems and offer consumers helpful hints on insulation, caulking tips and help with buying more energy efficient appliances, windows, and heat pumps. TVA is offering up to \$500 to customers who invest in energy efficient upgrades.

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From "Higher Bills, Tax Breaks Spur More Attention on Efficiency"  
*Chattanooga Times Free Press (TN) (01/25/11) Flessner, Dave*

### Appraisal Institute Launches Green Valuation Program

The Appraisal Institute's Valuation of Sustainable Buildings Professional Development Program aims to inform appraisers about energy efficient features so that they can accurately value high-performance residential and commercial structures. The program involves three courses approved by the U.S. Green Building Council - Introduction to Green Buildings: Principles & Concepts, Case Studies in Appraising Residential Green Buildings, and Case Studies in Appraising Commercial Green Buildings. The courses address concerns from home builders and others that appraisers do not appropriately consider green features in their valuations. "High-performance buildings represent a rapidly growing area of the real estate market, and reliable valuations are critical both to banks' risk management and to developers' sound development practices," says Appraisal Institute President Joseph Magdziarz.

..   . . . . .

From "Appraisal Institute Launches Green Valuation Program"  
*National Mortgage Professional (01/24/11)*

## Featured Articles

### Featured Article - Online Apps at Indianapolis Power & Light Company Turn "Green Buzz" Into "Green Behavior"



**Rachael Fredericks**

#### ***Online Apps at Indianapolis Power & Light Company Turn "Green Buzz" Into "Green Behavior"***

*By: Rachael P. Fredericks, Apogee Interactive Inc.*

Go green! Be sustainable! Save the planet! Change your light bulbs! Not too long ago only a few of us were paying attention to the "buzz" around energy efficiency.

Today the "Green Buzz" seems to lead utility company messaging across the nation. And the shift to broader "Go Green" and "Save Green" campaigns has helped reignite public interest in energy efficiency.

For utilities, energy efficiency has long been an essential part of a utility's resource mix to meet regulatory, state and national goals. However, today it's also a powerful social and political platform that encompasses environmental stewardship and economic common sense.

#### ***Putting Online Power Behind Energy Efficiency Programs***

Today, utility energy efficiency efforts can span everything from traditional rebates and onsite energy audit programs to community-wide challenges to reduce energy or carbon "footprints." However, regardless of the programs' shape or size, volume is increasing.

Take Indianapolis Power & Light Company (IPL), for example. "Two years ago, we supported a couple of energy efficiency programs," said Don Hart, advertising manager for IPL. "Now we support 16 programs, but with fewer staff resources to manage them." That's where online apps enter the equation. IPL started with three online apps on their Web site – a lighting calculator, an appliance calculator and heat pump calculator – to help increase awareness of how to save energy among residential customers.

By 2010, IPL had added a full online energy audit linked to the customers' billing data, called the Home Energy Inspector. (IPL's Home Inspector tool is powered by Apogee Interactive's HomeEnergyCalculator analysis engine.) When the Indiana Utility Regulatory Commission required IPL to conduct an Energy Assessment program and provide 5,000 energy efficiency kits to its customers in 2010, the online audit tool soon took on a whole new role.

#### ***Six-Month Push Yields 1.5 Million kWhs Savings***

"We used our online Home Energy Inspector Audit as the means to conduct our Energy Assessment Program, promote the kits, and get them into the customers' homes," said Marcia Anderson, marketing program administrator. "We invited customers to create an online account (which pulled in their billing history) and complete the self-service online home energy audit. Once completed, their name was downloaded to a file and they were mailed an energy efficiency kit.

Between July and December 2010, 6,187 customers completed the online audit and received a kit containing: two low-flow showerheads, two bathroom faucet aerators, one kitchen faucet aerators, two CFL's, a refrigerator thermometer and a water heater gauge. A multi-vehicle promotional push for the Home Energy Inspector was deployed, including radio promotions, community events, home shows, direct mail and cross promotion through

Total savings achieved by the program participants is calculated to be 1.5 million kWhs, according to Anderson. Enough to power 120 average residential homes for a year! Traffic to the utility's Web site by new visitors rose 18 percent during that time and by 22 percent among repeat traffic, added Hart.

### ***Accuracy, Relevancy and Continual Education***

IPL's commitment to educating its consumers about energy efficiency dates back decades. The Internet just makes it easier. "We believe in educating our consumers as well as the youth in our community," Hart said. You'll find IPL's energy efficiency mascot, named "Bolty", on nearly all external communications and online at the Kids Korner of their Web site.

"Accuracy is important too," he added. You need the assurance that the information you are providing is reliable and accurate. If the estimates of savings for "Going Green" are not accurate, or your Web site has incorrect information, you are certainly less likely to have convinced the customer to "make the switch."

Knowing what works and what doesn't when it comes to delivering a message and getting the results you intended is very important. Whether it is encouraging paperless billing, home energy retrofits or energy efficiency kit requests. Conducting usability tests to assess online effectiveness and testing repeatedly shows that asking customers questions upfront about what they want to know and crafting the message to answer their questions is a win/win. Placing multiple access points or links throughout the Web site also helps.

### ***Customers Have the Final Say***

Using a built-in feedback mechanism to gather comments directly from customers and end users on a regular basis is also important. What they say is a clear testament to how personalized, accurate, reliable and well placed information can lead customers to take action. Here are a few comments recently received by IPL:

- *"This has been great. I need to get a programmable thermostat so I can auto control the temp setting for heating and cooling. So simple!!"*
- *"I just want to say thank you. I am going to turn down my water heater and try to get rid of a refrigerator. What a great tool to use for our family."*

So as consumers try to make the connection to "Going Green," they're seeking answers from their utilities. IPL's experience shows that the answer to customer participation and behavior change is sometimes just a click or two away.

[Return to Headlines](#)

## **AESP News**

### **Updates and News from AESP**



David Weigel

#### **In Memoriam: David R. Weigel**

Ecospine has lost one of its earliest and most inspirational team members. David Weigel, vice president of Marketing for Ecospine passed away unexpectedly, Tuesday, February 22, 2011 at the age of 43.

David was Ecospine's longest tenured employee, having started in 1999 as a marketing manager when Ecospine was a small company in Portland's Pearl District with only about six employees. David believed that it was important that he do his part to enhance the world he lived in and build a better society for future generations, and that was his inspiration for the Ecospine tagline "Making a World of Difference."

From 1999 to 2011, Ecos grew along with David's vision. He helped lay the Ecos foundation and build it into a strong company, ensuring that Ecos products and programs met the needs of its clients. Those programs – and the comprehensive branding efforts overseen by David – have influenced change in the efficiency behaviors of millions of businesses and households across the country. As Ecos changed, expanded and grew, Dave spearheaded the evolution of the Ecos brand, never losing sight of the company's most important mission – to take care of our utility customers, our environment and make a world of difference.

Ecos has established a memorial college fund to benefit David's children. Donations can be made at any US Bank branch to the "David Weigel Memorial Fund" or donate online [here](#).

[Return to Headlines](#)

## **New and Renewing Members**

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

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

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

American Electric Power  
Consumers Energy  
Cree, Inc  
Energy Futures  
Ontario Power Authority  
Parachute Software

### ***Renewing Group Members***

Advanced Energy  
AEP Ohio  
Calico Energy  
City Utilities of Springfield  
CLEARresult  
ComEd  
Duke  
Energy Trust of Oregon  
GDS Associates  
Gridway Energy  
JEA  
Manitoba Hydro  
Marketing Drive  
Matrix Energy  
NMR Group  
Oncor  
Progress Energy  
Terasen Gas  
TRC Solutions  
Union Gas

[Return to Headlines](#)

## **News Releases and Announcements**

[Aclara Maintains Momentum in TWACS AMI Deployments](#)

[Vanessa Richter Promoted to Regional Vice President at Conservation Services Group](#)

[Northeast and Mid-Atlantic States Join Forces to Accelerate Energy Efficiency](#)

[Return to Headlines](#)

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