



Strategies

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August 2011

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Letter from the Chair

Getting on the same page about the Smart Grid

By: *Carol White, AESP Board Chair*



Carol White, AESP Chair

I have seen the Smart Grid described in many different ways. It has been called the modernization of the electricity transmission and distribution system and also the next generation electricity supply chain. Wikipedia defines the Smart Grid as a system of digital monitoring, controls, communications and self-healing technologies. It's also been described as a concept – where monitoring and communication technologies work together to increase the reliability and efficiency of the grid. Or most simply, it's a network of smart meters.

While the definitions of the Smart Grid differ, thankfully, there is much more agreement with regard to the advantages of the Smart Grid: greater information for consumers, tools to support energy efficiency and demand response efforts, and tools to support enhanced grid reliability.

However, I think that the lack of a simple definition of the Smart Grid poses a real challenge to its overall success. The situation is compounded when consumer education and outreach are lacking on the front end. Because there are many myths surrounding the Smart Grid, we need to take the pre-emptive step of explaining what the Smart Grid is, and addressing head-on what it is not. Engaging key stakeholder groups and dispelling myths are key tactics to include for successful deployment.

Crucial to the successful implementation of any Smart Grid program are extensive investment in education, and engaging with the end user throughout the process. While we in the industry easily focus on the technological aspects of the Smart Grid, we must

Upcoming Events

Brown Bags

August 18, 2011

New Homes Programs - Going Beyond the STAR?

Webinars now available on demand

"The DOE High Performance Windows Volume Purchase Program"

"Integrating LEDs into Utility Programs"

Participants thought that these recently completed AESP webinars were extremely informative and valuable. If you missed these webinars but would like to view them, AESP is now making them available on demand. Please [click here](#) for more details.

If you would like to organize a Brown Bag, please contact [Kisha](#)

remember to put in first place the most important component of the program: the end consumer.

Want to find out more about the interplay between the customer and the utility in Smart Grid programs? It's the focus of our upcoming [Fall Conference in Dallas October 3-6](#). Come learn all about "Customer Behavior & The Smart Grid" and network with your peers in the industry. [The agenda is now available](#). Who knows, maybe we can all agree on a Smart Grid definition together?

Headlines

Industry News

"Energy Standard a Potent Weapon"
"Energy Efficient Businesses Get Thumbs Up in Santa Clara"
"Powering the Future of Energy Efficiency"
"Renewables at a Crossroads"
"Renewables on Smart Grid"
"Ameren Illinois Ramps Up Efficiency Spending"
"U.S. Capital Gives Thumbs-Up to Active Energy Savings"
"Code Green: Energy Efficient Programming to Curb Computers' Power Use"
"UC Davis Plans Largest Zero-Net Energy Apartment Community in U.S."
"Cut Apartment Energy Costs with Energy Monitoring Systems"

Featured Articles

The Energy Upgrade California Program – Building a Multi-Family Home Performance Program

AESP News

Updates 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 Standard a Potent Weapon

Energy efficiency is considered a highly effective weapon for combating climate change, and it can yield big payoffs over both the short and long term. The International Organization for Standardization has released ISO 50001, a standard for energy management systems, which is designed to help companies, among other things, make better use of their energy-consuming assets. The standard will also help companies in evaluating systems and establishing priorities for implementing energy efficient technologies, and to promote efficiency throughout the supply chain. With the new standard as guidance, it will be easier for companies to devise systems that work and can be proven to work. The standard is focused only on energy, but it does not set specific energy targets for any building, product, company, or industry. Instead, it gives organizations a chance to set their own goals and have their progress verified by an independent third party. The U.S. Department of Energy has announced that it will use the standard in 22 pilot projects it has on the drawing board, some of which are new buildings and some are retrofits. It will also be used as part of the American Superior Energy Performance certification program for industrial facilities. Another certification program that has already referenced ISO 50001 is the new Global Superior Energy Performance

Gresham at
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AESP Training Courses

If you would like to schedule an onsite training please contact Suzanne Jones at (480) 704-5900 or suzanne@aesp.org. For more information about the AESP Institute, click [here](#).

Conferences

October 3-6, 2011
AESP's Fall Conference: Customer Behavior & The Smart Grid Dallas, TX
Register before September 2 and receive a \$25 Dallas Galleria gift card Sponsorship Opportunities available

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

May 15-18, 2012
AESP's Spring Conference Baltimore, MD

Have a Question...Ask AESP!

Do you need advice from your peers on your latest project or program? If so, submit your questions on AESP's listserv. To subscribe to the listserv, email your request to mailsrv@aesp.org and type "Subscribe AskAESP" and your first and last name.

Take a look at a recent question submitted on AskAESP:

QUESTION:
I'm looking for an article

partnership, a program requiring implementation of an energy management system with independent validation of both initial improvements as well as those made over time. So far the partnership has 13 members, including Canada, the United States, Japan, France, and the European Commission. Working groups in the partnership will come up with policies and actions needed to encourage industrial facilities and commercial buildings to pursue continuous improvements in energy efficiency. As ISO 50001 gradually comes into use, it will be reflected in plans for retrofits of existing buildings and, especially, in the design and construction of new buildings, in the kinds of energy management systems incorporated.

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From "Energy Standard a Potent Weapon"
Daily Commercial News (Canada) (07/04/11) Koroluk, Korky

Energy Efficient Businesses Get Thumbs Up in Santa Clara

Silicon Valley Power (SVP) recently honored six Santa Clara, Calif., businesses for their innovative adoption of energy efficiency measures and renewable energy in 2010. The utility honors winners every year in the categories of Environmental Innovator, Energy Efficiency Partner and Green Power Champion. In the Environmental Innovator category, data center CoreSite won for cutting its energy use by 6 million kilowatt-hours a year. The company was able to significantly reduce its energy use by incorporating energy efficient air temperature design. In addition, it built a Leadership in Energy & Environmental Design Gold-certified facility in Santa Clara. In the Energy Efficiency Partner category, Agilent Technologies won \$108,000 in SVP rebates for using its smart building technologies in its heating and cooling systems. The company reduced its energy use by 10 percent in 2010. Finally, in the Green Power Champion category, Intel won for reducing its carbon footprint by purchasing 1.43 billion kilowatt-hours of renewable energy credits, which covered 50 percent of the company's electricity use. In addition, the company built a 100-kilowatt solar array on its Santa Clara headquarters.

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From "Energy Efficient Businesses Get Thumbs Up in Santa Clara"
SmartGridNews.com (06/24/11)

Powering the Future of Energy Efficiency

U.S. electric utilities are collaborating with state regulators and technology firms to form new business models that can transform energy efficiency into a sustainable business. Electric utilities in 28 states and the District of Columbia currently have regulatory frameworks that allow for the compensation of a utility for revenues it loses due to efficiency programs. This can be achieved by decoupling sales from revenues or by establishing a lost revenue adjustment mechanism that adjusts customers' rates up or down based on how well a utility's efficiency program performs. A 2011 report by the Institute for Electric Efficiency found that nationwide, customer-funded electric efficiency reached \$5.4 billion in 2010, or twice as much as in 2007. Electric utilities also accounted for 85 percent to 89 percent of total customer dollars spent in the United States for energy efficiency programs - including load management - between 2007 and 2010, while states or regional efficiency organizations managed the remaining energy efficiency program budgets, the report said. Industry spending on energy efficiency is expected to quadruple by 2020, reaching or exceeding \$12 billion annually. Similar to many other utilities, CenterPoint Energy is installing digital smart meters to achieve operational benefits like automated reader reading and faster outage detection and response. CenterPoint Energy has worked with such technology firms as IBM, Itron, General Electric, eMeter, Quanta Services, and ABB to make the new meters compatible with in-home displays or screens that provide daily updates on consumers' home electricity use and Web portals that display daily usage updates. CenterPoint's Energy InSight initiative is partially funded by a \$200 million Smart Grid Investment Grant from the U.S. Department of Energy.

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that advocates that state programs pay for up to 100% of measure costs (spread over all ratepayers) in a wide range of EE retrofits...Need articles that advocate a point of view, not discuss pros and cons. Thanks.

If you would like weigh in on the above question, subscribe to AskAESP and submit a response.



AESP is a member-based association dedicated to improving the delivery and implementation of energy efficiency, energy management and distributed renewable resources. AESP provides professional development programs, a network of energy practitioners, and promotes the transfer of knowledge and experience.

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Submissions are due by the 12th of each month

From "Powering the Future of Energy Efficiency"
Electric Light & Power (06/11) Wood, Lisa

Renewables at a Crossroads

Some of the primary policy mechanisms and market variables that fueled the explosion in renewable energy development have weakened in the face of the economic downturn, but in some ways, the renewables sector is richer and more dynamic today than when the boom started. A shakeout among renewable power players may be on the horizon, and those that survive will fortify their capabilities, refine their strategies, and exploit industry consolidation to build scale. The economic downturn triggered a decline in overall electricity demand, resulting in overcapacity in most U.S. power markets and a slowdown in renewables development in the absence of feed-in tariffs. Still, the renewables sector exhibits far more diversity today than it did in the early part of the 1980s. The U.S. renewable generation portfolio is much more balanced now, due in large part to wind and solar, which have expanded significantly over the last 10 years. The spread of diverse technologies augments intra-renewable competition, spurring innovation and encouraging continuous cost enhancements. Geographic diversity also plays a key role, as renewable generation is no longer restricted to specific U.S. regions while its new geographic extent has beneficial ramifications for political support and deployment. The renewables sector has drawn a broad spectrum of players from different industries and geographic regions, and these new constituents have partnered with industry veterans to establish a robust ecosystem of developers, suppliers, financiers, clients, and others. The advent of this ecosystem has brought needed innovation and capabilities to the sector and lowered its dependence on subsidies. The new players can be categorized as those that improve technology, those that improve project economics, and those that improve marketing and commercialization. Looking ahead, the continued expansion of smart grid firms and energy storage providers will be essential in enabling the next wave of renewables development, and investor-owned utilities will probably start to diversify upstream into new segments of the renewables value chain.

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From "Renewables at a Crossroads"
Public Utilities Fortnightly (06/11) Vol. 149, No. 6, P. 42 Dann, Christopher; Ahmed, Sartaz; Ward, Owen

Renewables on Smart Grid

Global investments in clean energy are expected to grow as high as \$200 billion compared to just \$162 billion in 2009, but the challenge is finding ways to get renewable energy onto outdated and inefficient existing grids, writes Ravi Mandalika, solution delivery head for Wipro Technologies. The problem of integrating various sources of power into existing infrastructure is fueling the development of smart grids, a more efficient energy management system that optimizes the transmission, distribution, and consumption of energy. The intermittent nature of most renewable energy sources affects the stability and reliability of energy supply, which is a business risk that existing grids cannot handle. But a smart grid can dynamically manage disparate sources of energy, optimizing power usage and reducing transmission and distribution loss. Indeed, in a test done by IBM, a smart grid coupled with simple consumption habit changes brought an energy savings of at least 15 percent. The energy systems of the future will replace centralized production and one-way power transmission with distributed production and two-way systems, providing real-time visibility to grid activity, lowering congestion, allowing for the storage of energy, cutting carbon emissions, and reducing costs.

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From "Renewables on Smart Grid"
Electric Light & Power (06/11) Mandalika, Ravi

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Ameren Illinois Ramps Up Efficiency Spending

Ameren Illinois is sharply increasing the amount of energy efficiency incentives available to customers as the utility tries to help reduce energy use across its service area to comply with a 2007 state law. A total of approximately \$78 million in discounts and rebates for energy-saving lighting and electric and gas appliances is available to Ameren's 1.2 million electric customers and 800,000 gas customers. That amount is more than double the \$37 million spent each of the first three years of the efficiency program. Illinois' energy efficiency standard requires Ameren and ComEd to cut energy use 25 percent from 2007 levels by 2025. In 2011, Ameren must reduce energy use 0.8 percent, which represents more than 309,000 megawatt-hours and 2.4 million therms of gas. The savings target gradually increases to 2 percent in 2015 and subsequent years. Funding for the efficiency program comes from Ameren customers and is capped at 2 percent of the utility's 2007 revenue. All of the incentives available are tested for cost effectiveness to ensure money is well spent, says Rob Kelter, senior attorney for the Chicago-based Environmental Law and Policy Center. "Instead of buying power, (customers) are buying energy efficiency," Kelter notes. Interest in Ameren's efficiency programs has been strong each of the previous three years, and the utility has met its energy savings targets each year, he says.

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From "Ameren Illinois Ramps Up Efficiency Spending"
Intelligent Utility (06/11)

U.S. Capital Gives Thumbs-Up to Active Energy Savings

Pepco Holdings' PowerCentsDC energy savings program has been heralded by its customers. Nearly 90 percent of the volunteer customers who participated in three different pricing plans responded positively to the utility's endeavor to promote energy efficient homes. Customers were appointed to one of three pricing structures: a peak-energy pricing plan, a peak-energy rebate plan and an hourly pricing plan, with over 90 percent reporting a preference for the PowerCentsDC program. Through PowerCentsDC, customers had smart meters installed to promote energy-saving during peak times. The utilities observed customers adopting pro-active measures like cooling their homes prior to peak periods or reducing their usage of appliances during these hours. PowerCentsDC says that their program reinforces the idea that pricing is the key to adjusting customers' energy usage, with the utility charging 80 cents per kilowatt-hour during peak times.

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From "U.S. Capital Gives Thumbs-Up to Active Energy Savings"
Intelligent Utility (06/11) Johnson, Phil

Code Green: Energy Efficient Programming to Curb Computers' Power Use

University of Washington researchers have developed EnerJ, a program that could reduce energy consumption by up to 50 percent in computing systems. "With our system, mobile phone users would notice either a smaller phone, or a longer battery life, or both," says UW Professor Luis Ceze. "Computing centers would notice a lower energy bill." EnerJ takes advantage of processes that can survive small errors in the code, such as streaming online audio and video files, games and real-time image recognition programs. The UW system creates two interlocking pieces of code, one of which is a specific part and the other is for all the processes that could survive infrequent mistakes. EnerJ's software creates an impenetrable barrier between the two pieces. Researchers could use the system with a new type of hardware with some transistors having a lower voltage. The researchers ran simulations on such hardware and found that EnerJ could cut energy consumption by up to 25 percent, but the researchers estimate that savings could reach 50 percent with improvements to the system.

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From "Code Green: Energy Efficient Programming to Curb Computers' Power Use"
UW News (06/01/11) Hickey, Hannah

UC Davis Plans Largest Zero-Net Energy Apartment Community in U.S.

The University of California-Davis recently announced plans to build the nation's biggest zero-net energy community this fall. Dubbed the UC Davis West Village, it will combine numerous energy efficient technologies, such as a four-megawatt, high efficiency solar power system. The project's first phase is on track to be completed this year and will include apartment housing for 2,000 students. It also will boast everything from recreation and study facilities to neighborhood retail space to 343 single family houses available for sale to faculty and staff. Two of the student-housing buildings, the Ramble Apartments and the Veridian, will welcome residents for the fall semester. The buildings are being designed to optimize their use of solar energy. The appliances within are not only energy efficient, but many will be made from renewable sources. The entire community's electricity demand will indeed be powered by a 4 megawatt solar power system developed by the SunPower Corporation. This system, which boasts rooftop solar power installations and solar canopies in the parking areas, will provide enough power to avoid more than 2,000 tons of carbon dioxide emissions annually. That is the equivalent of taking 9,000 automobiles from California off the roads over the 25-year life of the system, the EPA calculates. Nolan Zail, senior vice president for co-developer Carmel Partners, concludes, "Using aggressive energy efficiency measures and on-site renewable energy generation to meet community energy demand, this holistic approach offers new solutions in the design and construction of large-scale sustainable communities."

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From "UC Davis Plans the Largest Zero-Net Energy Community in the U.S."
Reuters (06/01/11)

Cut Apartment Energy Costs with Energy Monitoring Systems

Energy monitoring systems are an often overlooked way for apartment residents to reduce their utility costs and energy consumption. The technology enables them to track how much electricity they consume in real time. The American Council for an Energy Efficient Economy reports that just having this information helps consumers slash energy use by as much as 12 percent. To date, though, the multifamily housing market has been slow to adopt energy monitoring systems as have residents. Among the reasons are a nascent market, the perceived high cost and possibly under promotion. Regardless, these systems provide an opportunity for apartment owners to attract a new generation of tech- and green-savvy residents. An energy monitoring system can be set up in less than half an hour and for as little as \$100. The technology provides detailed data on how much electricity a unit uses on lights, appliances, heating and air conditioning and more, with most systems allowing this information to be seen in real time. Offering a tool to cut utility costs would definitely be a unique selling point in a side-by-side apartment comparison. While buying several hundred systems for a large apartment community would be costly, those owners not willing to make the investment could at least make it easy for residents to use them. For instance, they could negotiate bulk discounts with local sellers or provide free installation for those residents who want the systems.

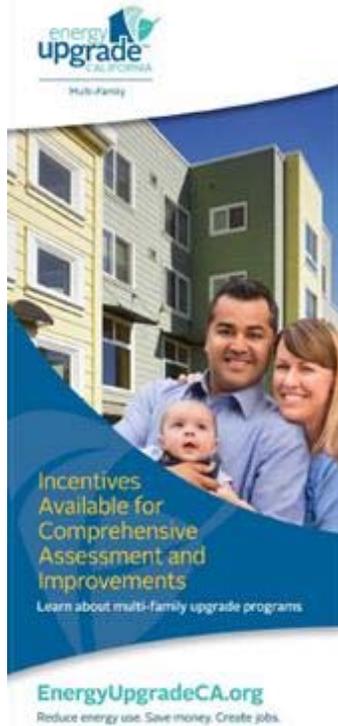
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From "Cut Apartment Energy Costs with Energy Monitoring Systems"
Software Advice (06/15/2011) Neal, Houston

Featured Articles

The Energy Upgrade California Program – Building a Multi-Family Home Performance Program

By: Julieann Summerford and Sophia Hartkopf, Heschong Mahone Group, Inc.



The new Energy Upgrade California program – funded through the American Recovery and Reinvestment Act (ARRA) and locally administered by the California Energy Commission through the State Energy Program – is an unprecedented collaboration of California counties, cities, government agencies, nonprofit organizations, investor-owned utilities, public utilities, and private industry.

To understand current multi-family whole-building programs such as Energy Upgrade California, we first explore the program that served as its foundation: Designed for Comfort (DfC). In 2002, DfC was launched in California as the state's first whole-building multi-family retrofit program. The program, sponsored by the California Investor-Owned Utilities (Pacific Gas & Electric Company, Southern California Edison, and Sempra Utilities), addressed multi-family affordable properties. DfC required buildings to improve energy performance by a minimum of 20% over existing conditions. This threshold was met through a combination of building envelope, heating, cooling and water heating system upgrades.

DfC utilized energy modeling and field testing experts (energy consultants and HERS raters) to assess, model, and verify energy upgrades in multi-family buildings. To offset the cost of these upgrade investments, the program offered incentives to the owner for construction

(\$700/unit), the energy consultant for modeling (\$40/unit), and the HERS rater for assessment and verification (\$50/unit). This innovative program was very well received and quickly became oversubscribed, so that little to no program marketing was needed. DfC recognized that targeting multi-family buildings gained economies of scale by extrapolating energy upgrades across multiple units, all in a single transaction.

Designed for Comfort Trends (on average)

Units/Property	Cost/Unit	% Savings	kWh/Unit	kW/Unit	Therms/Unit
66	\$2373	30%	604	1	53

Despite these successes, DfC faced some challenges. The key challenge was a lack of infrastructure. The program designers largely forced this retrofit program into a new construction infrastructure. They used a new construction workforce and energy modeling tools (developed to serve and enforce the California energy code). Another challenge was that the program could not include lighting and appliances as part of the upgrade package (due to regulatory limitations). Last, the program workforce was not trained to assess or verify multi-family high-rise buildings, common in large urban areas (four stories or more).

Challenges aside, this innovative program serves as the basis for the development of California's current home performance programs, including Energy Upgrade California multi-family programs.

Collaborating for Consistency: The California Home Energy Retrofit Coordination Committee (HERCC).

In 2009, seven years after Designed for Comfort was launched, Environmental Protection Agency (EPA) Region 9 formed the Home Energy Retrofit Coordination Committee Multi-family Subgroup (MF HERCC). The intent of this committee and their recommendations is to establish consistent infrastructure and delivery of multi-family whole-building programs. In 2011, the committee released their first set of recommendations for multi-family program implementers. These include:

1. Implementing a consultant program delivery model
2. Delivering HERS II rater/verifier training (as well as central water heating systems contractor, energy modeler, and building operator training)
3. Requiring minimum whole-building energy improvement of 10% over existing conditions
4. Utilizing HERS II energy modeling software (from the California Energy Commission)
5. Requiring third-party verification of energy upgrades
6. Coordinating with existing utility and federal low-income direct install and weatherization programs.

Putting Recommendations into Action: The SMUD Home Performance Program – Multi-Family (HPP-MF).

The Sacramento Municipal Utility District (SMUD) was one of the first adopters of these recommendations, by implementing the Home Performance Program – Multi-Family (HPP-MF). HPP-MF is a whole-building energy retrofit program in partnership with stimulus-funded Energy Upgrade California. Like Designed for Comfort, HPP-MF requires that multi-family buildings be retrofitted to improve energy performance by a minimum of 20% over existing conditions. The program builds upon the California Energy Commission (CEC) Whole-House Energy Rating System (known as HERS II). Upgrade measure areas include: building envelope, heating, cooling, and water heating systems as well as lighting and appliances. Incentives are escalating to encourage deeper energy savings and include construction incentives (\$2,300-\$2,800/unit) and rater incentives (\$35-\$100/unit, depending on property size).

The first step of participation in the program is for multi-family building owners to submit a pre-qualification form. This form is designed to help owners prioritize their buildings and to ensure that there are sufficient energy savings in the building to justify the investment in the whole-building approach. The next generation of this screening approach, the web-based Multi-Family Asset Management Tool, is currently under development. This tool, being developed by the Heschong Mahone Group, in conjunction with Energy Upgrade California in Alameda, Sacramento, and San Diego counties; the Housing Authority of the County of San Bernardino; and Enterprise Community Partners, allows players to navigate various approaches to an energy retrofit, match these approaches with program resources and incentives, and track upgrades made over time.

Once the building is deemed a good candidate for the whole-building approach, the owner engages a consultant to perform the assessment (test-in), energy modeling, verification (test-out), and rating. This consultant, or rater, must complete a program orientation, HERS and HERS II certification, and HERS II multi-family supplemental training. HPP-MF in partnership with Energy Upgrade California in Alameda and San Diego counties has developed and subsidized the cost of five-day HERS II multi-family supplement training that equips raters with the knowledge to assess, model and verify multi-family energy upgrades. Ultimately, the program aims to incorporate this robust curriculum as a stand-alone certification for multi-family raters under the CEC approved HERS II training series.

Officially launched in March 2011, the program is seeing incredible market demand. In response, SMUD has recently expanded the original goals of 2,000 units to 2,500 units. In addition to affordable housing multi-family building owners, significant interest is coming from a previously un-served market-rate industry. Within the first two months following the program launch, the SMUD HPP-MF received pre-qualification interest forms for more than

5,000 units (approximately 65 properties).

Overcoming Outstanding Challenges

The remaining 10 months of stimulus funding provide an incredible opportunity to reach thousands of households through energy upgrade programs. In California, those seeking to translate these successes to serve post-stimulus (ratepayer and other) programs must provide solutions to a number of key challenges. For one, while incentive dollars are generous, they will be difficult to sustain in the future. As a result, coordination and leveraging of multiple programs (such as weatherization, direct install and prescriptive programs) are even more important. Second, to bridge the gap between leveraged incentives and owner investment, significant private and public financing must be made available to the multi-family energy upgrade sector. Finally, to capitalize on the long term effects of the upgrades, tenants and building operators must receive training and support, benchmarking must be refined, and utility data must be effectively aggregated.

Julieann Summerford is director of Programs and Evaluation at the Hescong Mahone Group, Inc. and Sophia Hartkopf is the project manager for SMUD's Home Performance Program – Multi-Family. They can be reached at summerford@h-m-g.com and hartkopf@h-m-g.com

Resources:

Introduction to the article: [Defining the Need for and Understanding the Diversity of Multi-Family Building Programs](#)

Search for all Energy Upgrade California programs:
<https://energyupgradeca.org/overview>

Learn more about SMUD HPP-MF: <http://hpp.smud.org/multi-family-program>

Download the full HERCC Draft Report: <http://www.multifamilygreen.org/>

Review HMG's multi-family program efforts: <http://h-m-g.com/multifamily/>

Customers, App Developers Are Biggest Winners in Texas

This article is compiled from information from the Biggest Energy Saver website and from their press release.



Oncor and CenterPoint Energy, the two largest utilities in Texas, have launched a campaign to jump-start the market for smart meter applications and empower customers to benefit from smart meter technology. The Biggest Energy Saver campaign will encourage the development of new software applications to help customers easily understand and use information from their new smart meters.

In the App Developer Contest, app developers are invited to build online or mobile apps that leverage customer data from the Smart Meter Texas portal in order to create an energy management tool that gives consumers more control over their energy decisions. The Best Overall Application writer or team will win \$50,000 in cash. Other category winners – Most Energy Saved, Best Rated, Most Innovative – will receive \$20,000 each. In addition, there will be \$10,000 awards for the best apps by platform.

This contest ran July 6-31, 2011. Then the submitted apps will be used as part of the customer contest that will run from August 1 to September 30 for Oncor and CenterPoint Energy customers with smart meters installed at their homes. Customers will use the apps

to try to reduce their energy consumption. In the customer contest, participants can win a grand prize of a new electric vehicle or a first-place prize of a suite of GE smart appliances. Complete contest rules and registration are available on their website <http://biggestenergysaver.com/>. The website also features the "Smart Talk" Blog, with energy advice from experts around the nation, as well as the real-life experiences of smart meter customers.

The Biggest Energy Saver campaign is also supported by founding partners Landis+Gyr and Itron, with IBM as a collaborator. The contests are sponsored by Grid 21, a new non-profit organization and national initiative to engage electricity customers in using a new generation of tools and technologies. Additional prize sponsors include General Electric and Tendril.

[Return to Headlines](#)

AESP News

Updates from AESP

What's in a Name? How about a \$50 Amazon gift card? Help us name the newest publication from AESP

In the next few months, AESP members will be receiving a great new member perk – a newsletter dedicated to membership benefits, that puts the highlight on members and the new and exciting things that utilities, consultants and vendors are up to.

But first we need a name for our exciting new member benefits newsletter. Help us come up with a compelling, snappy title for this AESP newsletter, and you could win a \$50 Amazon gift card. Put on your thinking cap; and submit your entry before August 12, 2011 on AESP's [LinkedIn discussion board](#).

The contest details: Everyone can enter but only AESP members are eligible to win. Winner will be chosen by AESP staff and notified via e-mail. AESP reserves the right to publish winner's name, place of work and winning answer in AESP's various communication channels, including this newsletter. In the event that none of the entries are deemed suitable to be the title of the newsletter, AESP reserves the right not to select a winner. Those not registered on LinkedIn may submit their entries to adeline@aesp.org

A Banner in What's New lets you click with your next client

Thousands of energy professionals open and read AESP's What's New newsletter every week. Its open rate is higher than average because What's New delivers the right information that energy professionals need – learning opportunities, job openings, RFPs and more. Do you have a product or service you want to tell utilities, co-ops, munis and regulatory agencies, as well as energy consultants and suppliers all about? Place a banner announcement in What's New. Your banner will appear directly below the masthead for 4 consecutive issues and create about 32,000 impressions in total. Contact [Adeline Lui](#) for more information. **AESP Member Only Special:** Enjoy a discounted rate of \$895 for 4 announcements (only \$223.75 a week)! Or, if your company is a Group Member, spend only 6 points for your banner announcement.

Early Birds get a \$25 Galleria Dallas Gift Card

Registration is now open for AESP's Fall Conference in Dallas! [Register by September 2, 2011](#) and receive a complimentary \$25 gift card to use at any of the restaurants or stores in the Galleria Dallas mall. Gift cards will be distributed to the early bird registrants when you check in at the AESP registration desk.

Did you see Yourself in USA Today?

A big "thank you" to all our members who responded to our recent survey about jobs in energy efficiency. The results of the survey have appeared in a variety of publications. Click on the links below to read how YOU made the news!

USA Today: ["Green Jobs Pay Better as Clean-Tech Sector Booms"](#)

CNNMoney.com: ["Where the Jobs Are: Energy Savers"](#)

Electric Energy Online: ["More Than Half of Respondents are Hiring for Newly Created Positions"](#)

Fidelity.com: ["Jobs in Energy Efficiency Said to be Plentiful"](#)

RealEnergyWriters.com: ["Where to Find Jobs in Energy efficiency"](#)

News from the World of AESP Chapters

Rocky Mountain

This August 9, the Rocky Mountain Chapter of AESP will host an Energy Hour to discuss LED and exciting new Light Emitting Plasma (LEP) lighting technologies for residential and commercial applications. Come meet local members and fellow energy professionals. Networking will be followed by a brief presentation, with room for discussion. Location: B acaro Venetian Taverna, Boulder, 5-7 p.m. Please contact robin.maslowski@navigant.com for more details.

Ontario, Canada

A new chapter of AESP is currently forming in Ontario, Canada, and we hope if you live there, you will actively participate. Watch your email for a survey coming out this week to solicit your ideas. Kickoff is scheduled in late October. If you have any immediate questions, please contact Erika Lontoc at erika.lontoc@enbridge.com

Chicago

The Chicago Chapter is coming back to life. Join them in September for their inaugural meeting. Details will be available mid-August on [the chapter website.](#)

Northeast

The Northeast Chapter has announced that their annual meeting will be held in conjunction with the Northeast Energy Efficiency Council on November 1, 2011 in Westborough, MA. More details will be available in September or from [the chapter website.](#)

[Return to Headlines](#)

New and Renewing Members

New Individual Members

Bill Von der Linde, A-TEC Energy
Christine Hungeling, Pacific Gas & Electric
Colin Dunn, The Cadmus Group
Erin Diamond, Fluid Market Strategies
Kathleen Greely, Performance Systems Development
Mike Overson, Arizona Public Service
Mike Woodard, Arizona Public Service
Natalie Mims, Alliance for Clean Energy
Pauline Warren, Performance Systems Development
Ryan Hamid, Ecofitt Corp
Shawn Shaw, The Cadmus Group
Steve Cofer, The Cadmus Group
Tina Jayaweera, The Cadmus Group

Renewing Group Members

Arizona Public Service
Cross Country Home Services
Detectent
Ecofitt Corp
EnerPath
Fluid Market Strategies
Geavista Group
Helgeson Enterprises
Mad Dash
Nexant
NYSERDA
Opinion Dynamics Corp
Pacific Gas & Electric
Pepco Holdings
The Cadmus Group

[Return to Headlines](#)

News Releases and Announcements

[Customer Behavior & The Smart Grid is focus of Fall Meeting, announces the Association of Energy Services Professionals \(AESP\)](#)

["National Grid, businesses urge governors to strengthen RGGI"](#)

["Northwest ENERGY STAR Homes Promotes Energy-Efficient Home Choices with \\$25k Giveaway"](#)

[Program Will Help 50,000 OUC Customers Become More Efficient](#)

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