

### Letter from the AESP Chair

## So Much Energy in Toronto!

Every year for the past 14 years, my wife and I have packed our kids up in the family vehicle and headed up to work on the family farm in Canada. Well, last year the family sold the farm and so this was our first summer not spent beyond our northern border. I have to admit I missed it.

That is until a couple of weeks ago when I went to Toronto, Canada, for the first AESP conference held outside the borders of the U.S. And I have to say, I was very impressed. We had close to 250 people in attendance with more than half of us being from Canada. And if any of you have seen the color of my hair (which, by the way my wife describes as a striking silver), I was pleased to see so many young professionals from Canadian utilities finally able to attend an AESP conference held on their own soil. There was tremendous energy throughout the conference. It was a great pleasure to meet and talk with so many people in the energy efficiency industry and to hear about their innovative programs and also, some of the unique problems they have. Like, how do you run a conservation program in a "fly-in" town, one with no road access? Now, I'm from northern Nevada, not one of the most densely populated places on the planet, but even I have never had to figure something like that.



**John Hargrove**  
NV Energy

While I must admit that getting there wasn't quite half the fun, it was an excellent trip. One filled with good information, the beautiful sites of Toronto, and getting firsthand proof once again that Canadians are very polite and friendly. Now, if they just had some crops that needed harvesting...

Share   

### Industry News

"Automated Demand Response 'Will Grow to \$1.7 Billion by 2018'"  
"Moving Beyond Energy Efficiency to Sustainability"  
"Microgrids Offer Reliable Form of Demand Response"  
"Cutting the Electric Bill With a Giant Battery"  
"Data-Driven Home Aims to Test Which Green Features Work"  
"UD Grad Students Create Energy-Saving Software"  
"Ameren Efficiency Plan Could be a First for Missouri"  
"Utility Energy Efficiency Programs Experienced Rapid Growth Over Last Ten Years"  
"Survey: More Commercial Building Owners Want to Be Energy Efficient"

### Featured Articles

## A Level Playing Field Partnering with Community Networks to Promote Home Energy Upgrade Programs

### AESP News

[Pictures from the AESP Summer Conference](#)  
[News Releases and Announcements](#)

### Industry News

## AUGUST 2012

### Upcoming Events

#### Brown Bags

*August 21*  
[How to be an Effective Moderator](#)

*August 23*  
[New Breakthroughs in Integrated Marketing](#)

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

#### AESP Training Courses

*October 15, 2012*  
Long Beach, CA  
Principles of Demand Response (DR) and finding DR Opportunities with your Customers

*October 17-18, 2012*  
Long Beach, CA  
Principles of EM&V

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

#### Conferences

*October 15-17, 2012*  
[AESP's Fall Conference Evaluation & Implementation: No Longer an Odd Couple](#)  
Long Beach, CA

*January 28-31, 2013*  
23rd National Conference  
Orlando, FL

*April 29-May 1, 2013*  
AESP's Spring Conference  
Dallas, TX

**WELCOME & THANK YOU**  
to our New and Renewing Members!

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

**Automated Demand Response 'Will Grow to \$1.7 Billion by 2018'**

*Environmental Leader (06/20/12)*

A report from Pike Research revealed expectations that total spending for automated demand response (ADR) will be over \$401 million globally in 2012, and over \$1.7 billion in 2018. The firm has predicted that ADR technology will be enabled in 27,430 facilities in 2012, and nearly 169,850 by 2018. The report shows that North America has the most ADR sites and spending, with a forecasted compound annual growth rate (CAGR) of nearly 24 percent between 2011 and 2018. Pike Research expects that Asia Pacific, Latin America, and the Middle East/Africa will show CAGRs of over 100 percent, as these regions will not start ADR implementation until 2013, but will increasingly deploy the technology through 2018.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

**Moving Beyond Energy Efficiency to Sustainability**

*Northwest Indiana Times (06/24/12) Krueger, Michelle*

The energy savings that come from building green homes is fueling the green-building movement, as McGraw-Hill Construction's 2011 Green Outlook survey found that 70 percent of buyers would choose a green home over a traditional one because of lower operating costs and a better return on investment. There are a variety of green programs and labels, such as ENERGY STAR®, Resnet, and LEED for Homes, though so far LEED is the least-used program in Indiana, according to Jerry Thatcher of Energy Diagnostics, which does green certifications in the tri-state area. The most common is the residential Green Building Standard from the National Association of Home Builders, he says, but LEED has not caught on yet because it is so rigorous and people are "concerned about the execution since it was originally created for commercial building." But he expects that the first LEED Platinum Certification in the area will come soon to a new home on Lake Maxinkuckee. It was first certified Gold, but the owner is continuing to strive for Platinum certification. LEED "is the whole package," Thatcher says, as it focuses not just on energy efficiency but the entire home and its impact on the environment. It requires several inspections during construction and involves energy, water, indoor air quality, materials, land, and education. "Any LEED home is a green, high-performance home," says Dean Jones of Mirar Development, which is building the Lake Maxinkuckee home.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

**Microgrids Offer Reliable Form of Demand Response**

*Electric Light & Power (06/12)*

Pike Research reports that the latest microgrid technology appears promising for reducing energy demand during peak hours. Microgrids have become more sophisticated with the evolution of technology and greater reliance on renewable energy; formerly, microgrids operated by reliance on diesel generators. The United States is uniquely positioned for microgrids for a number of reasons, including the presence of several pockets of poor power quality throughout the country. Additionally, the United States contains a customer-driven microgrid market, versus other markets that are driven by grid operators. Pike Research says microgrid technology will provide innovative ways for improving reliability and managing variable resources. It is projected that microgrid capacity will total 4.7GW in the next five years, generating more than \$17 billion in global revenue.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

**Cutting the Electric Bill With a Giant Battery**

*New York Times (06/27/12) Wald, Matthew*

A giant battery bank installed by the side of the Southeast Pennsylvania Transit Authority's subway tracks a little over a month ago is saving about nine megawatt-hours of power a week, according to Saft, the battery's manufacturer. The battery system enables the trains to run in a comparable manner to Prius hybrids. When they slow down at a station, their motors turn into generators, converting torque into current. Before the battery bank was installed, some of that current was returned to the third rail; but if the voltage got too high, it was shunted instead into a giant electric heater under the train, which simply dissipated the energy as heat. Now the battery captures excess current, about 3.5 to 4 kilowatt-hours per train that stops, and puts it back on the line when a train is accelerating. Sometimes it does this for several trains at once. The battery bank is also receiving signals every four seconds from the regional grid operator and either absorbing energy or giving it back to the grid to help balance supply and demand. With the house current known as AC, for alternating current, electrons change direction at 60 cycles per second; if there is more supply than demand, they run a bit faster, and if there is more

**New Individual Members**

- Alex Floyd, Geavista Group
- Alfredo Bertolotti, Elenchus
- Barry Young, Venture Lighting
- Becky Reed, NYSERDA
- Brian Peter, NYSERDA
- Carl Uthe, Embertec
- Carley Murray, NYSERDA
- Cecily McChalicher, NEEP
- Conitsha Barnes, Duke Energy
- Craig Kedrowski, Minnesota Power
- Cyndi Buscarini, Enbridge Gas Distribution
- Dan Rourke, Nicor Gas
- Darryl Hill, Efficiency Nova Scotia
- Duane Orth, EARTH Corporation
- Erik Ianuzzo, Powerstream
- Erin Bourdeau, Entegrus
- Fei Chen Naden, Enbridge Gas Distribution
- Gene Smar, Pepco Holdings
- Giorgio Bocalon, Guelph Hydro
- Gordon Kaiser, Energy Arbitration Chambers
- Gregory Rushby, Rushby Energy Solutions
- Harry Legatt, National Grid
- Henry Bernal, Summerhill
- Irina Rasputnis, NEEP
- Izabela Polak, Ecofitt Corp
- James McLawhorn, NC Utilities Commission
- Jamie Drakos, The Cadmus Group
- Jane Dalziel, Step Change Communications
- Jason Peat, Geavista Group
- Jeffrey Floyd, EARTH Corp
- Jennifer Bull-Wagner, Ecofitt Corp
- Jennifer Cittadini, Enbridge Gas Distribution
- Jessica Thiessen, Yukon Energy Corp
- Joanne Van Panhuis, Brantford Power
- John Curcio, Powerstream
- John DeVenz, Enbridge Gas Distribution
- John Graham, Lincoln Electric System
- John Wilson, BPA
- Josh Craft, NEEP
- Judy Simon, Elenchus
- Kathleen Cea, Powerstream
- Kelsey Schram, Summerhill
- Ken Kolkebeck, FirstFuel
- Kevin Pratt, Sonepar
- Kevin Wright, Honeywell
- KVS Vinay, MIT
- Lenard Hart, GreenSaver
- Lisa Prassack, Tendril
- Maria Wallin, AIR MILES for Social Change
- Marie Couture-Roy, Econoler
- Mark Britton, Guelph Hydro
- Mark Freeman, Eugene Water & Electric Board
- Mark Hamilton, Triple Point Energy, Inc
- Melinda Clarke, Union Gas
- Michael Maness, NC Utilities Commission
- Michael Pardal, Powerstream
- Michelle Gottselig, SaskPower
- Mitch Rosenberg, DNV KEMA
- Mohamed-Tariq Kahn, NeuroMorphoGenics Africa
- Nancy Andrews, La Plata Electric Assoc
- Nathalie McLauchlin, Powerstream
- Nick Miller, Cooper Power
- Norman Michaud, Econoler
- Pamela Goertzen, C3
- Paul Gravel, Energate
- Paul McGinn, Westario Power
- Pietra Velinor, Orangeville Hydro
- Rachel Permut, Duke Energy
- Raj Agarwal, Vsynergize
- Rebecca Fiessel, Summerhill
- Reema Gupta, Enbridge Gas

load than supply, they run a little more slowly. Essentially, the battery owners get paid for helping keep the system as close to 60 cycles as possible. Jim McDowall, the business development manager at Saft, says the combination of energy storage plus grid balancing will make the project profitable. The nine megawatt hours cost about \$90 each, he notes, which would put the weekly savings in the range of \$800. Saft and the developer of the system, Viridity Energy, are searching for other applications for the battery system.

Share    | [Return to Headlines](#)

## Data-Driven Home Aims to Test Which Green Features Work

*Eco Home Magazine (06/11/12) Maynard, Nigel*

As part of an effort to measure the effectiveness of green technologies, the National Institute of Standards and Technology is building a net-zero energy demonstration home that will feature three different geothermal systems and three types of ductwork that can be independently measured. The Net-Zero Energy Residential Test Facility aims to generate as much energy as it uses over the course of a year, with researchers simulating the conditions of a family of four living in the home. The house — which is designed to look like any other home in suburban America — is designed to achieve LEED-Platinum, Energy Star 3.0, and Indoor airPLUS ratings. It is two stories tall and 2,700 square feet and features energy-efficient appliances, solar panels that are reconfigurable, and a solar thermal system with a variable-sized collector array and storage tank capacity. Once the year-long test is complete, the results will be used to develop and evaluate measurement science for low-energy buildings, helping to verify claims about energy consumption or savings.

Share    | [Return to Headlines](#)

## UD Grad Students Create Energy-Saving Software

*Dayton Daily News (Ohio) (06/27/12) Cundiff, Kelsey*

Two University of Dayton graduate students, Mithun Nagabhairava and Dustin Pohlman, won second place in the U.S. Department of Energy's (DOE) "Apps for Energy" competition in the Popular Choice division, and they have earned international attention. The two used what they learned in UD's Renewable and Clean Energy master's program to create a computer application that would allow homeowners with solar photovoltaic systems to use batteries to store solar power for use during peak hours. The software will also measure a home's electricity usage and identify the correct battery system and solar panel size that is needed to power the home. Nagabhairava and Pohlman are also looking at how the application could benefit power companies. The pair will travel to Washington, D.C., later this summer to present the software to the DOE and various utility companies. In the meantime, they will be working to optimize the software to its potential.

Share    | [Return to Headlines](#)

## Ameren Efficiency Plan Could be a First for Missouri

*St. Louis Post-Dispatch (07/13/12) Tomich, Jeffrey*

The electric utility Ameren Missouri and various consumer advocates and environmental groups are seeking approval from the Missouri Public Service Commission for an ambitious energy efficiency agreement. "It's a shift toward an energy policy where we partner with our customers," says Warren Wood, Ameren Missouri's vice president of legislative and regulatory affairs. The three-year plan would directly cost Ameren's customers about \$145 million. Consumers would also reimburse Ameren for tens of millions of dollars in fixed costs that the utility would not recover if energy sales decline. Ameren hopes to launch the efficiency program in January. Under the proposal, a residential customer who uses 1,000 kilowatt-hours a month would see electric rates rise by roughly \$2 to \$3 per month, or about 3 percent based on current rates. The increase represents about 20 percent of the \$376 million, 15 percent rate increase that Ameren is currently seeking. Ameren says the proposed three-year efficiency program will save an estimated 800,000 megawatt-hours by 2015 — the equivalent of the energy consumed by 60,000 homes over the same period. Public Counsel Lewis Mills Jr., Missouri's consumer advocate in utility cases, is among those who signed off on the program. "Even if you are not one of the customers to get a rebate, the energy delivered to you over the long term will be cheaper because of the energy your neighbor isn't using," he says. The company's current proposal is the outgrowth of the Missouri Energy Efficiency Investment Act. The 2009 measure lets utilities earn the same return on energy efficiency investments that they earn when they build a new power plant. Ameren is eligible for about \$15 million in performance bonuses, depending on how much energy it helps its customers save.

Share    | [Return to Headlines](#)

## Utility Energy Efficiency Programs Experienced Rapid Growth Over Last Ten Years

*Energy Central News (06/27/2012)*

Distribution  
Rick Hodges, BPA  
Rob Smith, GoodCents  
Robert James, RHA  
Robert Mains, Clean Nova Scotia  
Ron Dembo, Zerofootprint Inc  
Ryan Parrish, Geavista Group  
Shirley Bergman, CFD-Solutions  
Simone Browne, Newfoundland and Labrador Hydro  
Sunil Pancholi, Lockheed Martin  
Taria Dees, Nicor Gas  
Timothy deVries, RA Malatest & Assoc  
Tracey Somers, Efficiency New Brunswick  
Tracy Backus, CLEAResult  
Vincent Dufresne, ICF Marbek  
Warren Cook, PECI  
Weng-Hong Yim, Energate  
William Ellis, Pepco Holdings

### New Group Members

Venture Lighting  
Nicor Gas

### Renewing Group Members

Ameren  
Apogee  
Ecofitt Corp  
EnergySavvy  
Geavista  
Integral Analytics  
Pepco Holdings  
SCE  
SWEPCO  
The Cadmus Group

---

### 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. Or, do you have the answer or advice for this recent post?

*In determining the cost effectiveness of a residential demand response program, I'm wanting to find out what the avoided capacity cost (\$ per kW-year) is, and how that number is determined.*

To subscribe to the listserv, email your request to [imailsrv@aesp.org](mailto:imailsrv@aesp.org) and type "Subscribe AskAESP" and your first and last name.

### Follow:



---

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.

---

A new report by the American Council for an Energy-Efficient Economy examines the history of energy efficiency programs and their role in helping to transform the electric utility industry. Some states have had these types of programs for 30 years or more, but the report shows that during the past decade they have experienced rapid growth. This growth has been driven by a variety of policies created by utility regulators and state policymakers, which can be seen in the increase in the total budget for customer energy efficiency programs. In 2010, this total budget was \$4.6 billion, compared to \$1.1 billion that had been spent on such programs in 2000. The report found that not only did these programs lead to improved system reliability and environmental benefits, but they also were the cheapest energy resource available, as saving a kilowatt-hour with an energy efficiency program costs only a third of the cost of producing a kilowatt-hour with a power plant.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

## Survey: More Commercial Building Owners Want to Be Energy Efficient

*Milwaukee Journal Sentinel (06/14/12) Content, Thomas*

According to a new global survey from the Institute for Building Efficiency at Johnson Controls Inc., commercial building owners are turning to energy efficiency more than ever. To this end, they are continuing to seek tax credits, incentives, and/or rebates. The Institute's sixth annual study found 85 percent rely on energy management to boost operational efficiency. That is an increase of 34 percentage points from the Energy Efficiency Indicator survey conducted just two years ago. Furthermore, over 50 percent of the 3,500 building owners and operators polled around the globe said improving their public image and increasing the value of their buildings were important factors leading them to consider energy efficiency. Johnson Controls President Dave Myers remarks, "This year's survey demonstrates there's a change under way. The mantra for commercial real estate owners used to be location, location, location. Now it's becoming location, efficiency, location." The survey's results are in line with other years, showing that the most daunting barriers to more energy-saving projects continue to be funding and commercial landlords' lingering concern that the return on investment will not be realized fast enough. The Energy Efficiency Indicator survey concluded that developing nations are setting the pace on investing in the energy use of their buildings. According to the research, 81 percent of respondents in China and 74 percent in India plan to boost investments in energy efficiency or renewable energy. Worldwide, 40 percent of energy is consumed by buildings.

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

Abstract News © Copyright 2012 INFORMATION, INC.



## Featured Articles

### A Level Playing Field

by Denise Smith

Last year I attended a packed session (in fact standing room only) at an ACEEE conference titled "Regulatory Mechanisms to Encourage Energy Efficiency." The fact I had to stand on tiptoes to see the presentation shows that this topic is front and center in the industry.

What are those regulatory mechanisms? Let's go back to the basics for a moment. There are three cost recovery mechanisms that must be in place before utility financial managers can fully embrace energy efficiency in any truly meaningful way:

- (1) Timely recovery of program costs — utility financial managers cannot wait years before receiving program cost recovery. In fact program cost recovery should be concurrent with the spending and is best synchronized in an annual adjustment to the cost recovery mechanism.
- (2) Recovery of lost fixed costs — since utility rate designs have fixed costs, in variable rate charges the effect of energy efficiency on utility profit margins can be very damaging. Recovery of fixed costs must be taken care of either in a decoupling mechanism or lost revenue mechanism. The chosen mechanism should recover ALL lost fixed costs associated with energy efficiency. If only a portion of fixed costs is recovered, energy



Denise Smith

AESP  
15215 South 48th Street,  
Suite 170  
Phoenix, AZ 85044  
(480) 704-5900

Submissions are due by the 12th of each month to Adeline Lui at [Adeline@aesp.org](mailto:Adeline@aesp.org) (480) 704-5900

#### Editorial Committee

Adeline Lui, Editor, [adeline@aesp.org](mailto:adeline@aesp.org)  
Laura Orfanedes, Vice Chair, Publications Committee  
Lani MacRae, Board member  
Tracy Narel, Board member  
Elizabeth Titus, Board member  
Katherine Johnson, Board member  
Greg Wikler, Board member  
Matt Daunis, Board member

efficiency is again a handicapped resource.

(3) Performance Incentive — as the title suggests, a performance incentive is awarded to the utility for achieving results in energy efficiency programs. Without a performance incentive, energy efficiency as a resource is again a loser from the utility's financial perspective. There is a lost financial opportunity with energy efficiency since it avoids "steel in the ground" which is a utility's profit center. A performance incentive, at the very least, must be equal to the profits that would have been gained through the traditional supply-side resource. This last mechanism is all over the board in terms of types and amounts. By way of example, I completed a review last year of various mechanisms and the effect on utility profits on the same set of data. The data ranged from 3% of utility profits to 20%.

Energy efficiency should absolutely be on a level playing field with utility supply-side decisions. And as a country we are headed in the right direction — the Institute for Electric Efficiency reports the number of states that had fixed cost recovery mechanisms tripled in the last five years while the number of states that had performance incentives doubled in the same time frame.

While energy efficiency is our least-cost resource, it should not be the least profitable resource. By presenting regulatory mechanisms that recover all lost fixed costs and provide sufficient returns on DSM investments, it provides the necessary tools to management and the industry to deliver high quality, innovative programs that provide customers with the lowest overall costs.

*Denise Smith is the director of Demand Side Resources at Tucson Electric Power (TEP) and UniSource Energy Services (UES).*

Share    | [Return to Headlines](#)

## Partnering with Community Networks to Promote Home Energy Upgrade Programs

by *Brendan McEwen*



**Brendan McEwen**

Home energy upgrades are notoriously a tough sell. Many factors can impede households from getting an energy assessment, and then following up with home improvements: People are largely unfamiliar with thinking of their homes as a system; unaware of the value of comprehensive energy improvement measures; have difficulties taking time off work; and are hesitant to assume debt or invite a contractor into their homes.

Given the novelty and uncertainties around upgrades, compelling outreach and marketing are critically important to successful upgrade programs. Program managers employ a wide range of marketing strategies. Notably, many programs have experimented with community-based marketing, leveraging partnerships with community organizations and other networks to recruit participants.

But what grassroots mobilization techniques work best? How can programs achieve high participation rates cost-effectively? My master's thesis, published in June 2012, sought to shed light on these questions, drawing from case studies of the following programs:

- Clean Energy Works Oregon (CEWO) and the High Roads Contractor and Community Alliance (HRCCA), a smaller initiative operating within CEWO's framework consisting of a partnership between community organizations and unionized contractors.
- NeighborWorks of Western Vermont's (NWWVT) HEAT Squad.
- Better Buildings for Michigan in Grand Rapids (BBMGR).
- Energy Upgrade California (EUC) and the San Francisco Home Improvement Program (SFHIP).
- The Minnesota Center for Energy and Environment's (MNCEE) Community Energy Services program.

The table below illustrates the diversity of different community-based outreach strategies used by different organizations.

	CEWO & HRCCA	NWWVT	BBMGR	EUC & SFHIP	MNCEE
CBO Mechanisms	Community media (newsletters, etc)	vv	vv	vv	vv
	Referral incentives		v	vv	
	Canvassing, tabling, etc.	v	vv	vv	v
	Meetings and events	vv (HRCCA)	vv	v	vv

Table 1: Community based outreach methods used in programs. Two checks indicate substantial use of mechanism, one check indicates a lesser focus.

Despite differences in the demographics of the communities they serve, and the size and maturity of the upgrade programs, common themes emerged regarding community-based outreach. These themes provide lessons for other programs:

**Focus on meetings** – Program personnel consistently suggested that hosting meetings to present the case for upgrades is an effective, relatively low cost strategy. Meetings can be either a presentation at a regular meeting of an existing organization, or a “house party” celebrating a household’s recent completion of the program. Meetings have qualities that other outreach strategies, such as canvassing or direct advertising, cannot match. Firstly, they allow for a rich, detailed conversation about the value of energy upgrades. In the words of one program manager, “You can’t sell this program in 30 seconds. You need to have a conversation in order to get someone interested.” By allowing time for this conversation, meetings can address recruits’ misgivings about the upgrade process, and give them a better understanding of what the process entails. Secondly, once a participant signs up to receive a home assessment, peer pressure occurs and others are compelled to engage. MNCEE reports upwards of 95 percent of their meeting participants signing on for an energy assessment, as attendees are influenced by the actions of their peers.

Program personnel also described an optimal formula for who should present at meetings: a past participant, to vouch for the program; the contractor who worked with that participant, to answer questions and establish a relationship with new clients; and a program representative, to explain the process of participation and financing considerations.

Of course, the challenge becomes how to recruit participants to attend meetings in the first place. Many program managers mentioned the need to develop a systematic referral system, where program personnel and contractors ask participants to host meetings for their friends and acquaintances once their projects are complete. SFHIP has experimented with incentives for both referrers and referees. Additionally, programs should seek out as many existing meetings of different networks as possible, to make their pitch in front of multiple audiences.

**Focus on networks, not (necessarily) geography** - Many programs try to organize neighborhoods to participate in upgrade programs. This strategy can work, but typically only in neighborhoods with a high degree of trust and regular interaction between neighbors. Upgrade program managers may have better results if they expand their definition of community, and promote their program via a variety of networks, including neighborhood groups, religious organizations, civic organizations, major employers, informal networks, and more.



**Appealing to groups’ values can sell programs** - Program managers should seek out leaders in various networks. They should ask these leaders to help craft messages that will appeal to the values of their network, whether they be the environmental benefits of upgrades, the job creation potential, and/or comfortable homes. Programs should ask that these leaders engage in the program, and to volunteer to promote upgrades among their

networks once upgrades are completed.

**Volunteers burn out, so use them strategically** – Members of community groups have a limited amount of time that they can devote to promoting upgrades, and often can only sustain participation for a few events over a few months. Programs can time community engagements to align to the months of the year when contractors have the least demand for upgrades; contracting is typically a seasonal business.

**A diverse workforce can sell programs** – CEWO's experience promoting women's integration into the contractor and laborer workforce has had the unexpected benefit of them being exceptionally good ambassadors for the program; many women contractors have proven very skilled at converting households from assessment to upgrades. In the words of one program manager, "The woman of the household is usually the decision maker when it comes to energy upgrades." It may be that efforts to develop a more diverse workforce can lead to greater program uptake.

Experiences from these programs suggest that facilitating meetings among a multitude of networks, and appealing to their values, can lead to adoption of upgrades. Community-based outreach is no panacea, however. In all programs, these strategies were complemented by more traditional direct marketing, and many program personnel noted that marketing upgrades is a process of trial, error, and honing salesmanship. However, these programs' experiences suggest that community-based outreach can be delivered effectively.

*Brendan McEwen works at the Massachusetts Institute of Technology's Green Economic Development Initiative.*

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

## AESP News

### Pictures from the AESP Summer Conference



Check out the photo album from the recent AESP Summer Conference in Toronto, courtesy of Nexant and Kristen Ortwerth-Jewell:

<http://www.flickr.com/photos/84157156@N07/sets/72157630968390000/>

### Implementers and Evaluators — Make it a “Date” this Fall

Save the date for October 15-17 and start making plans for the AESP Fall Conference titled “Implementation and Evaluation: No Longer an Odd Couple” in Long Beach, CA. This conference will focus on DSM program implementation and evaluation, while also focusing on the relationship between the two disciplines and strategies to achieve mutual objectives. [Register today!](#)

### Your Input sought for DOE's Evaluation Protocols

The DOE is developing a set of protocols for determining energy savings from energy efficiency measures and programs. Under the Uniform Methods Project, the protocols provide a straight-forward method for evaluating gross energy savings for residential and commercial measures offered in ratepayer-funded programs. The DOE invites AESP members to review the draft protocols before they are released in their final form. Learn more and participate in the review before August 17:

<http://www1.eere.energy.gov/deployment/ump.html>

### Opportunity in "DSM Business Issues" Topic Committee

Get involved! Contribute your skills and get to know other professionals working in DSM business issues. [Find out more and join this topic committee.](#)

### Get Busy with the AESP Rocky Mountain Chapter

August 30 — Energy Hour with speaker Heather Bailey

October 25 — switch~2 event

Share [in](#) [f](#) [t](#) | [Return to Headlines](#)

## News Releases and Announcements

Energence® Rooftop Unit wins 2012 Dealer Design Award

How Big is your Pile of Coal?

Share    | [Return to Headlines](#)

