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Letter from the AESP Chair

February 2013

The Easy Way and the Hard Way

by John Hargrove



John Hargrove
NV Energy

Imagine this if you will, my family was at my wife's aunt and uncle's house in British Columbia for a winter vacation. Now this is a pretty nice house in terms of setting and size, but believe me, it's no stay at the Ritz. The house is 30 years old and it was built back when, let's say, building codes were a lot more lenient. Think what Grizzly Adams' house would look like it if were 3,000 square feet with a two-car garage.

Now as surprised as I am by this fact, it has single pane windows and minimal insulation. They solve that little heat loss problem by keeping the central wood burning furnace full, with a significant amount of wood from the ample supply of trees on their property. And I mean a lot of wood. How does 20 cords a year sound? Imagine all the cutting, hauling, splitting and stacking that entails.

And it was during some of that manual labor that I made an interesting observation. Well, it was more of a "duh" kind of moment.

Upcoming Events

Chapter Events

February 7 - Chicago Chapter
[Chapter Event](#)

February 20 - Northwest Chapter
["Clean Energy Works Oregon — The Post-ARRA Version"](#)

Brown Bags

February 21
[Future of Energy Efficiency in the Pacific Northwest](#)

If you would like to organize a Brown Bag, please contact Kisha Gresham at 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. For more information about the AESP Institute,

I was helping my uncle (a strong, quiet type if ever there was one) cut and split several big logs into smaller pieces that he could burn. These logs had been felled with a gasoline-powered chainsaw and dragged behind a diesel tractor down the hill where they were stacked onto another diesel-powered truck which hauled them down the mountain further to the house, and completely filled the driveway where we were supposed to park.

Then, we used another gas-powered chainsaw to cut up these logs and a gas-powered splitter to take these huge rounds and make them “furnace-sized.” We then loaded that freshly split wood (man, I love that smell) into yet another diesel tractor and moved them close to the house where we dumped them into the basement and stacked them all next to the furnace so they were within easy reach of the monster furnace.

And it was while I was outside splitting wood in the cold (8°F), with the snow falling on my beaver skin hat (actually it was a Pittsburgh Steelers beanie, but that just doesn't help with the mental picture I am trying to paint) that I had my epiphany, for lack of a better word. I looked up into the beautiful south-facing windows of the kitchen and noticed my wife standing inside wearing a light pair of slacks and a T-shirt, enjoying the warm sun. She was feeling warm simply by standing in the sun. The entire delivery mechanism of those BTUs that she was enjoying was nothing more than the shining sun and a pane of glass. Meanwhile I was trying not to cut off a finger or hurt my back doing all that heavy lifting and otherwise dangerous stuff. And I wondered, as I often do about energy, why don't we all make better use of energy efficiency and renewables, because even if you don't pay attention to all the problems that the harvesting and consumption of energy creates (pollution, wars, economic problems, etc.), solar energy is certainly easier on the wallet... and the back.

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Industry News

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["Can Demand Response Help Us Achieve 100 Percent Renewable Energy?"](#)

["Evolution of an Energy Efficiency Forecast"](#)

["GSA's Green Proving Ground Finds New Ways to Cut Energy Costs"](#)

["Bernstein Expects Slow Demand Growth Through 2015"](#)

["DSM in the Rate Case"](#)

Conferences

April 29-May 1, 2013
[AESP Spring Conference](#)
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["Cuomo Orders Energy Efficiency Boost"](#)
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[Opening Panel at National Conference provides insights on future of EE](#)

AESP News

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Industry News

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

Emerging Technologies Enable 'No Regrets' Energy Strategy *Power (01/13) Mansoor, Arshad*

Technology innovations in key areas such as energy efficiency are essential to shaping the future of electricity supplies. Residential consumption typically represents a significant portion of peak electric loads, but incorporating major end-use technologies such as space conditioning and water heating in demand-response (DR) programs has proven challenging for a variety of reasons. Consumer inconvenience and cost, the diversity of end uses and utility systems, and the incompatibilities between them are among the most significant barriers to DR participation. EPRI has built a modular DR connector, developed a plug-in communications module with DR capabilities, and integrated them with end-use device controls in coordination with selected manufacturers. As a port incorporated in end-use technologies, the modular DR connector is designed to facilitate a "plug-and-play" approach for direct information exchange and interoperability among

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utility communications systems and the wide array of consumer devices sold in retail outlets. It could enable low-cost engagement of residential consumers in load management programs across a range of end uses. DR-ready devices will be available off the shelf, enabling consumers to enroll simply by inserting a utility-compliant communications module, with no need for an electrician or utility service call. Utilities will be free to develop customized modules or approve third-party products to enjoy both full interoperability with and clear demarcation from customer equipment. The cost of integrating residential loads with the grid with use of the DR connector is anticipated to be as much as 80 percent to 90 percent lower than today's approaches. As electric vehicles gain market share, the modular DR connector also represents a key enabling technology for transforming batteries into distributed energy resources. An ongoing EPRI project engages manufacturers, utilities, and their communications technology and load management partners in field deployment and testing of retail products incorporating the modular DR connector. In addition to examining interoperability and efficacy, these studies will address consumer experiences with installing plug-in modules and participating in DR programs.

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Can Demand Response Help Us Achieve 100 Percent Renewable Energy?

The Energy Collective (01/11/13) Kennedy, Jessica

A mix of wind and solar energy production, along with energy storage technology and a standby supply of fossil fuel could be used to create a 99.9 percent renewable energy grid by 2030, according to a study published in the Journal of Power Sources. The study focuses on ways to implement the renewable energy grid at the lowest cost possible, but ignores demand response (DR), which is less costly than operating peaking plants when compared to fossil fuel generation. Moreover, DR may be a more fitting resource because it could provide the extra .1 percent needed to achieve 100 percent renewable energy. The study models several different combinations of solar, wind and batteries incorporated into a 72GW grid system based on PJM Interconnection data from 1999-2002, and reveals the supply would fall short only about 9-72 hours over four years. Whether or not DR can supply the capacity needed to prevent a blackout or brownout in the virtual renewable grid is still questionable. In the model, only 17MW of fossil fuel generation is needed, an amount that can be easily met by DR. The study also notes that the cost to consumers would be no more than what they pay for electricity today.

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Evolution of an Energy Efficiency Forecast

Public Utilities Fortnightly (01/13)

The six New England states invested roughly \$1.2 billion in energy efficiency (EE) between 2008 and 2011, and it is estimated that between 2015 and 2021 another \$5.7 billion will be available to fund EE programs. Up until recently, however, the magnitude of the long-term impact was not fully quantified, and rapid increases in EE investments have raised important questions about how to measure and incorporate the demand-reducing effect of these EE initiatives into the 10-year power system planning process. ISO New England knows how much EE is committed through the annual Forward Capacity Market (FCM) auctions, which obtain generation and demand-side capacity, including energy efficiency, to meet the region's power needs three years into the future. In the past, the ISO's traditional long-term forecast accounted for EE by virtue of the fact that the baseline load level was lower than it would have been were these energy-saving programs not in place. The load forecast also accounted for the future impacts of federal appliance-efficiency standards. However, incremental growth in EE was not estimated for years four through 10 of the load forecast or transmission needs assessments. The question then became, how can energy efficiency savings be predicted so far into the future? The answer to this question can be found with New England's first forecast of long-term energy efficiency savings, which was developed after three years of research and data collection, and uses a model that factors in budgeted and actual spending on EE programs; historical energy savings by EE program type; and a production cost, by state, of each megawatt-hour of energy saved. The model also accounts for unknowns such as future revenue streams, inflation, technology transformation, and program diversity and penetration. This model lets the ISO project how many gigawatt-hours of electricity consumption and how many megawatts of peak demand will be avoided in years four through 10 of the long-term forecast, beyond the FCM horizon. The energy efficiency forecast shows a deceleration of the growth of both total electricity consumption and peak demand through 2021, both regionally and in each state. The EE savings, in tandem with an updated load forecast and some recently completed equipment upgrades, have led to a revised transmission needs assessment for Vermont and New Hampshire. Though numerous proposed reliability upgrades are still needed, the ISO determined that 10 proposed transmission upgrades, totaling an estimated \$260 million, can be postponed. In this instance, the EE forecast had a significant influence on transmission planning decisions.

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Editorial Committee

GSA's Green Proving Ground Finds New Ways to Cut Energy Costs *AOL Government (01/09/13) Walker, Richard W.*

The General Services Administration's (GSA's) Green Proving Ground (GPG) program is evaluating new green building technologies in order to find the best ways to cut lighting and other energy costs in federal facilities. The program uses GSA's own buildings as test locations for new technologies -- facility managers report on how easy it is to maintain and operate the technologies, while building occupants participate in surveys as well. These results combined with measurements of a technology's environmental performance are used to prioritize investments. Two of GPG's recent projects involve advanced power strips and new lighting technologies, as lighting and power loads from equipment plugged into power strips account for 65 percent of electricity consumption in federal buildings. GPG evaluated workstation-responsive lighting systems last year, retrofitting seven sites at five California federal buildings with lighting systems that were centered over each cubicle and offered both upward and downward-directed light. The lighting was controlled with scheduling, occupancy sensing, or personal control, and the project concluded that the systems provided energy savings of between 27 percent and 63 percent while also delivering the same lighting levels and increasing occupant satisfaction. GPG also evaluated advanced power strips that control plug-in devices with a schedule or by determining if a device crosses a power threshold, and determined that the strips cut energy use by 48 percent. Moving forward, GSA is planning to evaluate 12 new technologies, such as wireless lighting controls, LED bulbs, wireless pneumatic thermostats, solar thermal collectors and water-saving landscape irrigation systems.

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Bernstein Expects Slow Demand Growth Through 2015

EnergyBiz (01/03/13) Barber, Wayne

According to Bernstein Research, demand growth is expected to slow through 2015 due to increased efficiency in the residential power market. For example, the Energy Independence and Security Act of 2007 (EISA) will effectively end the sale of traditional incandescent bulbs in the United States at the end of 2013. As a result, regulated utilities will require more frequent rate relief to preserve returns on invested capital, which should heighten their regulatory risk, according to the review led by Bernstein Research. Since the recession in 2008-2009, electric demand growth has been near historic lows. Over the decade of the 1980s, power demand growth averaged 2.9 percent. Over the decade of the 1990s, the

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rate was 2.3 percent; and over the ten years through 2010, 0.8 percent. Commercial and industrial power demand accounted for 62 percent of total U.S. power consumption in 2011, and the U.S. industry has become "much less power intensive over time," according to the consulting firm. "This likely reflects the migration of certain electricity-intensive industries abroad as well as increased efficiency in electricity use by those that remained," says Bernstein Research. Power demand has also "clearly slowed" in the residential sector. "We believe that the slowing in residential demand growth since 2007 in large part reflects the rising price of electricity," Bernstein Research says. "Without rising power sales, the continuous growth in invested capital requires commensurate annual increases in base electricity rates," Bernstein Research adds. "Over time, these continuous increases will test the patience of both ratepayers and regulators, raising the regulatory risk of the industry." The firm says that those best positioned to face this risk are utilities in regulatory jurisdictions that have decoupled utility revenues from power sales.

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DSM in the Rate Case

Public Utilities Fortnightly (01/13) Hedman, Brian; Steiner, Jill

Demand-side management (DSM) refers to both energy efficiency and demand response programs that give customers incentives to use energy more efficiently or to use it during different time periods. A key difference between DSM and supply-side alternatives is the physical attributes of a supply resource, versus the virtual nature of its demand-side counterpart. Supply-side resources are tangible and often take the form of a large-scale asset. DSM programs, meanwhile, represent a larger number of smaller investments and are too small individually to trigger a general rate case. Because they do not typically create a regulatory asset booked on the utility's balance sheet, there is no return-on-investment for shareholders. To ensure a level playing field between these two classes of resources, regulators must address three core issues: recovery of program costs, including administration, marketing, and incentives; the impact of reduced future sales; and shareholder expectations. Utilities and regulators frequently use three mechanisms for recovering direct DSM program expenses: expensing, deferral accounting, and contemporaneous recovery. Few jurisdictions continue to view DSM as a simple operating and maintenance expense, because this traditional ratemaking method can give the utility an incentive not to maintain or increase DSM spending between rate cases, as only those costs incurred during the test period of the rate case are permitted in rates. The reason why is that between rate

cases, any upward variance from costs projected in the test period eats away at the bottom line due to regulatory lag, while reducing DSM spending below the rate-case level will bolster returns for utility shareholders. The second method, deferral accounting, erodes that disincentive. Regulators give utilities permission to defer and capitalize their DSM expenditures and amortize them into rates over time so that they earn the same rate of return on the deferred balance as for any other capital asset, or in some cases, a bonus rate of return. Finally, many jurisdictions have moved to or are planning to adopt the third mechanism for recovering DSM expenditures, contemporaneous recovery. In some instances, these result in a legislated system benefits charge (SBC). Typically, an SBC is fixed as a percentage of the bill or a set \$/kWh.

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Connecting Buildings to the Smart Grid

Consulting-Specifying Engineer (12/01/12) Vol. 49, No. 11, P. 19 Fisher, Mark

Smart Grid technologies must be coordinated with hundreds of utilities and millions of users nationwide. The National Institute of Standards and Technology (NIST), which has been tasked with leading the effort to develop standards for the Smart Grid, has been working since 2007 to develop a variety of standards including communication technologies, smart car plug standards, pricing standards, meter output, and a home appliance communication protocol. The agency is simultaneously working on 20 different Priority Action Plans (PAPs). This is just the tip of the iceberg, however, as it is estimated hundreds of standards will be needed to build a working and efficient Smart Grid. One NIST standard that directly impacts building designers is the electric vehicle plug standards called "Common Object Models for Electric Transportation." This standard addresses plug and charging configurations, including allowing charging at various voltages and charge rates in a safe manner. The standard also includes the ability to control the repercussions of charging on the grid through price or direct control. Specifiers of electrical equipment must ensure that the products they are developing meet required standards. However, the Federal Energy Regulatory Commission (FERC), which was given authority by the Energy Independence and Security Act of 2007 to adopt NIST recommended standards, to date has not adopted any of the recommended standards. This leaves specifiers wondering where they can go for guidance, and how they can avoid incompatibility issues associated with a lack of standards. Independent agencies including the National Electrical Manufacturers Association, the Association of Home Appliance

Manufacturers, and the Institute for Electrical and Electronics Engineers have all developed Smart grid-related standards and recommendations.

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City's Law Tracking Energy Use Yields Some Surprises

New York Times (12/24/12) Navarro, Mireya

A recent energy use report of New York City's biggest commercial structures revealed surprising results. The gold LEED-certified 7 World Trade Center scored 74, one point below the minimum required by the EPA Energy Star program for high-efficiency buildings. Extensive retrofits earned the 1930s-era Chrysler Building and Empire State Building scores of 84 and 80, respectively. The median score of all commercial buildings in New York City was 68. In an effort to reduce the 80 percent of greenhouse gas emissions contributed by large city buildings' heating and cooling systems, New York City has required the tracking and public disclosure of commercial building energy efficiency since 2009, and will include residential buildings next year. Although some older buildings have energy efficient "thermal envelopes" of thick walls, fewer and smaller windows, and less ventilation, newer buildings may house energy-intensive data centers and trading floors, such as 7 World Trade Center. LEED certification, in addition to energy use, focuses on proximity to public transportation, the environmental soundness of construction materials, water conservation, and the health of the indoor environment. Energy waste also may be due to noncompliance by tenants. The scores do help point to buildings that would most benefit from retrofits to improve energy efficiency, potentially lowering energy use by as much as 40 percent.

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Legislative Analyst's Office Urges Better Coordination of State Clean Energy Programs

San Jose Mercury News (12/20/12) Hull, Dana

At the request of state legislators, California's nonpartisan Legislative Analyst's Office (LAO) released a report on Dec. 19 urging greater coordination of the state's dozen clean energy and energy efficiency programs. The programs range from rebates for energy efficient appliances to cash back incentives for rooftop solar systems and grants to develop low-carbon fuels. California is spending more than \$1 billion on the various program in current fiscal year, with much of the funding comes from utility ratepayers. "Some of these programs were piecemealed together," says Anthony Simbol, the deputy legislative analyst.

"There hasn't been much of an effort to figure out how all of the programs coordinate together to meet larger goals. We can't tell the legislature which programs are the most effective." Multiple state agencies — including the California Energy Commission, the California Public Utilities Commission and the Air Resources Board — administer the programs. The LAO recommends that the Legislature develop a "comprehensive strategy for meeting the state's energy efficiency and alternative energy objectives" and suggests designating the California Energy Commission as the "lead agency" to develop the strategy.

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Cuomo Orders Energy Efficiency Boost

Daily Star (NY) (12/29/12)

New York Gov. Andrew Cuomo has issued an executive order directing state agencies to increase energy efficiency in state buildings by 20 percent in seven years. The initiative is dubbed Build Smart NY. The largest and most inefficient buildings will be addressed first and undergo comprehensive whole-building improvements, which include such measures as new lighting fixtures and controls, heating, ventilating and air-conditioning systems, electric motors and automated energy management systems. The New York Power Authority has committed \$450 million in low-cost financing for the initiative. Cuomo said agencies will be able to repay the loans through the projects' energy savings.

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For Green Buildings, the Codes Beat LEED

SmartPlanet (11/21/12) Sullivan, Chris

LEED certification may no longer be the leader in the green industry. Concerns raised by several sectors of the building industry delayed LEED v4, which was due to be presented at the recent Greenbuild Expo. Fewer building owners and construction companies surveyed indicate that they plan to use LEED certification standards. Although more than 200 governments have adopted LEED for the renovation or construction of government-funded buildings, partly to stimulate market demand for green products and services, current building codes also can be used for this purpose. Government officials chose to use LEED because they are "much better than a mandatory building code because you get a little wiggle room in these projects. The state recognizes that we can't pick a standard and then pursue it at any and all cost," says a representative of the South Dakota Bureau of Administration. Using new building codes such as the International Energy Conservation Code reduce energy use in

new buildings by as much as 30 percent, performing better than some LEED certified buildings. For example, California's CalGreen building code "covers nearly as broad a field as LEED in the form of a mandatory state code," says Goulston & Storrs' Marilyn Sticklor. She notes that the International Green Construction Code and ASHRAE Standard 189.1 also offer green building standards. "Simply enforcing the energy codes which have already been adopted will lead to higher quality construction, saving homeowners and business millions of dollars in energy costs each year," says Global Buildings Performance Network U.S. director Jayson Antonoff.

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Featured Articles

WHAT'S AHEAD FOR THE ENERGY EFFICIENCY INDUSTRY IN 2013?

Part two of a special report written specially for AESP members



COMMERCIAL BUILDINGS CONTINUE IMPROVING IN ENERGY EFFICIENCY

Buildings Magazine notes that commercial buildings have become

increasingly sophisticated in their operations with the adoption of new automation technologies and building management systems. As building owners and operators look for ways to better utilize new tools and equipment in order to achieve greater efficiencies, their interest in demand response (DR) programs is also growing. According to a new report from Pike Research, the number of commercial facilities participating in DR programs worldwide will rise from fewer than 600,000 in 2012 to more than 1.4 million by 2018.

Automated DR

The increasing use of automated DR and open standards-based communications capabilities is enabling utilities, grid operators, and curtailment service providers not only to offer DR to a much broader end-user market but also to offer more sophisticated forms of DR programs, such as dynamic pricing and ancillary services, according to the report. The growing deployment of smart metering installations will make it considerably easier for businesses and institutions to participate in the economic DR market, where they can take advantage of price-responsive DR programs to obtain reduced rate structures.

Solar developments

A separate report from Pike Research finds that the solar market may get a boost in the next five years from the growing market for solar panels that are integrated into rooftops and walls. The market for such "building-integrated photovoltaics" (BIPV) will grow substantially, as will the energy capacity of the solar panels, which the report estimates will grow from 400 megawatts today to 2.25 gigawatts by 2015.

Thin-film solar panels that can be printed onto shingles, windows, and other building materials will contribute much of the increased capacity; and there currently are 53 companies working on this technology. Several solar module companies struggled with oversupply and low prices in 2012 and many went bankrupt; but BIPV could provide a much-needed boost over the next five years, with Pike estimating the market could quadruple to \$2.4 billion by 2017.

Microgrids are in the news

In a world where a power outage, no matter how short, can result in data loss, disruption of security, and a halt to business operations, some building operators are turning to microgrids to ensure their facilities' energy security. Scaled-down versions of Smart Grids that operate best in campus settings like universities, office parks, and manufacturing sites,

microgrids allow building operators to generate, distribute, and regulate the flow of electricity in conjunction with the larger bulk power system.

While regulatory hurdles and the challenge of finding financing are still holding back the development of microgrids in some areas, facilities like the Food and Drug Administration's Federal Research Center in White Oak, Md., are already using Smart Grids to improve energy efficiency and reduce carbon emissions.

Adopting a microgrid is a long, multi-phase process; and facilities looking to put one in place need to start with a comprehensive assessment of the facility's energy needs. Once a clear picture of demand has been gained, energy consumption should be permanently reduced through programs like lighting retrofits, HVAC upgrades, and advanced metering. Next, onsite generation and storage -- preferably using renewable sources and methods -- needs to be put into place to ensure that the microgrid can operate independently if necessary. Finally, extensive metering and effective connection to the local grid will round out the process of implementing a Smart Grid and allow the facility to begin better managing its energy needs.

LEED certification faces competition

LEED certification, meanwhile, may no longer be the leader in the green industry in 2013. Concerns raised by several sectors of the building industry delayed LEED v4, which was due to be presented at the recent Greenbuild expo. Fewer building owners and construction companies surveyed indicate that they plan to use LEED certification standards. Although more than 200 governments have adopted LEED for the renovation or construction of government-funded buildings, partly to stimulate market demand for green products and services, current building codes also can be used for this purpose. Using new building codes such as the International Energy Conservation Code reduce energy use in new buildings by as much as 30 percent, performing better than some LEED-certified buildings. For example, California's CalGreen building code "covers nearly as broad a field as LEED in the form of a mandatory state code," says Goulston & Storrs' Marilyn Sticklor. She notes that the International Green Construction Code and ASHRAE Standard 189.1 also offer green building standards. "Simply enforcing the energy codes which have already been adopted will lead to higher quality construction, saving homeowners and business millions of dollars in energy costs each year," says Global Buildings Performance Network U.S. director Jayson Antonoff.

SMART GRID'S NEXT FRONTIER

IEEE recently asked Zpryme to survey 460 energy executives on three key technologies — energy storage; microgrids; and distributed generation technologies like wind, solar, and onsite power — and their links to the Smart Grid.

The executives said that each of the three technologies in question will need energy management systems, distribution management systems, and communications technologies on the grid to support them. The poll also revealed that much of what the executives are focusing their attention on — when it comes to customers and business models to get these technologies out into the field — will be outside the utility's control and in the hands of the customer, in the form of distributed energy systems. That is going to lead to new business models, revenue streams, and third-party arrangements that the utility industry has not faced before, the report found, making customers a critical part of this stage of development.

In terms of microgrids, Smart Grid executives see hospitals and healthcare as big future customers. At the same time, microgrids also need a lot of work on the standards front before they can be widely adopted into the grid. In the meantime, real live microgrids are up and running today -- whether they are on military bases, data centers, or remote telecommunications sites -- but they are not linked to the Smart Grid in any standardized way.

For grid-scale energy storage, the key barrier remains high cost. Batteries are still quite expensive compared to just bringing more power to the grid. At the same time, utilities face growing challenges in managing intermittent renewables and peak power loads, which, along with falling battery prices, could expand the market. Overall, a third of executives surveyed said the global grid energy storage market would increase by 1 to 5 gigawatts over the next five years; while another third put the increase in the range of 5.1 to 10 gigawatts, and smaller numbers predicted even greater growth.

Survey respondents differed widely in predicting how much new distributed generation capacity was coming. Just over a quarter predicted global distributed generation capacity would grow by 10.1 to 15 gigawatts over the next five years. Another 22 percent predicted less growth — of 5.1 to 10 gigawatts over the next five years — but another 21 percent said distributed resources could boom by more than 20 gigawatts by 2017.

Transmission & Distribution notes that many utilities across North America have installed smart meters to reduce manual reads, enhance billing accuracy, and offer customers more granular energy usage data. Despite these service improvements, certain deployments have been met with resistance, creating the need for utilities to institute opt-out programs, policies, and procedures.

Enrollment has remained low despite concerns voiced by varying customer segments, according to Chartwell's Smart Meter Opt-Out Programs 2013 report. An analysis in the report reveals the correlation between opt-out costs -- initial as well as monthly -- and uptake rates. Opt-out adoption numbers may be lessened by utilities' efforts to communicate with and educate customers about smart meter benefits. In addition, contact center operations have proven central to addressing smart meter opposition, regardless of the utility's opt-out program status. Opt-out fees can also be a deterrent to customers that prefer the use of a non-smart meter, but the impact of these costs is not yet known. Utilities with more mature programs cite lessons learned, ranging from incorporating opt-out into the AMI business case to establishing contact centers as "command centers" that respond to smart meter concerns.

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Opening Panel at National Conference provides insights on future of EE

by Kendall Youngblood



The opening panel at AESP's National Conference in Orlando featured a dynamic opening plenary discussion about the future of energy policy

with David Lee (U.S. DOE), Kateri Callahan (Alliance to Save Energy) and Gene Rodrigues (Southern California Edison). Each speaker provided ideas about what they see as policy changes that could be implemented to further the goals of energy efficiency.

David suggested that we shift the mortgage interest rate tax deduction to be applicable only for homes that meet certain energy efficiency standards. He suggested we reevaluate the TRC cost-effectiveness test requirements, particularly for whole home programs that aren't treated fairly by this test. He also suggested that policies should shift to allow utilities to help with code enforcement, to use the national rater network, and take credit for those energy savings.

Kateri suggested that we need to set an aggressive energy productivity goal of doubling our energy efficiency by 2030. She believes we need to talk about efficiency in terms of productivity so we keep the focus on the ability for efficiency to benefit not only the environment, but also the economy and energy security.

Gene recommended that we quit trying to make energy efficiency special. Instead, he hopes we can make it common, pervasive and boring. Efficiency, he believes, needs to be built-in to homes and other products. It needs to be impossible to find poorly engineered products. In order to do this, we need organizations like AESP to keep us pulled together as an industry, as efficiency advocates, to work together to make sure this happens.

The conversation also covered many other ideas including getting kids involved, being more vocal about what we do as an industry, how we promote and invest in future technologies, and the importance of continually increasing the ENERGY STAR® standards and codes. In addition, the discussion covered how to tailor messaging in order to get people excited about efficiency, how the nonprofit community can support the efficiency movement, and the need to get around the attribution paradox.

Kendall Youngblood is a Business Development Manager, Pacific NW, at PECI.org, a provider of energy efficiency solutions.

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AESP News

AESP National Conference 2014 Call for Abstracts -- Coming Soon

Have something that would make a great presentation at next year's AESP National Conference in San Diego? Watch for an email from AESP in the next few days about submitting an abstract for next January's conference. Details will also be posted on the aesp.org website.

Well...look at you!

What a great time we had at the AESP National Conference last week. We captured the fun in a Flickr photo album. See yourself in www.flickr.com/photos/aespphotos

Nearly everything but the kitchen sink

Congratulations to Roger Kliemisch of TRC Energy Solutions who won a suite of appliances donated by ARCA (GE stove, refrigerator, dishwasher and microwave) in our AESP Foundation Raffle last week.



Mid-Atlantic Chapter Meeting on Financing Panel

Over 30 professionals attended the chapter's meeting on Jan. 8 at National Grid's Brooklyn offices for a lively panel discussion on residential, multifamily and commercial energy efficiency financing. The meeting was followed by a social event with drinks and appetizers at a nearby bar and restaurant.

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