

Strategies



Monthly Member Newsletter

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Letter from the AESP Chair

The evolution of evaluation

by John Hargrove



John Hargrove
NV Energy

So, there I was. In a downhill ski race in high school. Two gates to go and I'm thinking, "I've got this." One gate to go, "I'm going to beat this guy." Finish line. "Yes!" I slid over to my coach expecting that warm pat on the back and congratulations. What I got was my first real exposure to evaluation. "Nice job but you could have set a better time if you had started your turns earlier." So much for the pat on the back. More like a slap in the face.

But at the next race, I got smoked by a guy who started his turns earlier. Hmm, didn't I hear something about that once? No matter, I'll just ski faster next time, a little closer to the edge. That's how I'll overcome. Or not.

Now if you visit my house today, you won't find a high school skiing trophy on my shelf because I took that evaluation to heart a little too late. My teammate got it though and he won first place in our league. Dang, I used to be better than he was. So, how did this happen?

Well, I'll tell you. Two things went wrong (well three if you count the fact that I didn't have much talent). First, I didn't get the advice I needed early enough. Second, when I did get it, I didn't listen close enough.

Now let's look at those two things separately. We won't bother to examine my lack of talent, because I still don't really have any.

I believe that if my coach had spent a little more time with me early on (instead of all those talented guys) I would have learned sooner and better about how to turn on skis as you hurtled down a mountain. Well, by the time I was racing, that ship had sailed. I was now skiing the best way I knew how. And I was good enough to win early in the season. Maybe luck, maybe skill, but certainly not something I could count on.

Now let's look at that second thing, my not listening. I think that if I had really taken the time to listen to my coach's advice and really incorporate what he said in to what I was doing, I would have done better. Remember my teammate who I used to beat? He listened and look what happened to him.

Now I freely admit that I wasn't all that receptive to direction when it came to skiing. I was pretty good and thought I knew how to win. Turns out I was only half right. And half right is good enough if your expectations are low or if the demands on you are so light that they are easy to meet. But in the world of energy efficiency programs, those two things seldom happen.

I must admit that AESP's Fall Conference last year, which focused on program implementation and evaluation working together, had me feeling a bit fonder of the whole concept of evaluation. Now as humans, we don't necessarily like to have someone

MAY 2013

Upcoming Events

Chapter Events

Chicago Chapter
May 16 — Chapter Meeting

Southeast Chapter
May 29 — Benchmarking in the Southeast

Brown Bags

May 9
Highlights from AESP's 2013 State of the Industry Report:
A Thought Leaders Panel

June 20
Using Data Analytics to Accelerate Commercial Efficiency

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, [click here](#).

Conferences

Sept. 30-Oct. 2, 2013
AESP Fall Conference
Seattle

January 27-30, 2014
23rd National Conference
San Diego

May 12-14, 2014
Spring Conference
Baltimore

critique whatever it is that we are doing, especially when we have to pay them to do it. And it bothers us program implementers even more that those evaluation funds typically come out of the budget that we had planned to spend on the customer. Because, we know what needs to be done, just get out of our way and we'll go.... Sorry, I got a little bit carried away there. Ah, another example of the eternal struggle between thinking and doing.

While I can't say that I stand before you (trust me, I am standing) a true convert to the value of in-depth evaluation, I can admit that I certainly understand the value of taking a look inside ourselves and our work on a pretty regular basis. Because I also have to admit, I would really like to have that trophy on my mantel.

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Industry News

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"New Study Shows Energy Efficient Homes Are 32 Percent Less Risky for Lenders"

"House Democrats Release Energy App"

"Cheaper LED Bulbs Make it Easier to Switch Lights"

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"Will Clients Pay for Green Remodeling?"

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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.

Energy Managers Often Underestimate the Value of Energy Retrofits

FacilitiesNet (04/01/13) Bendewald, Michael

Energy managers frequently underestimate the value of energy retrofits, which can help reduce energy cost, avoid business-as-usual capital upgrade costs, and sometimes drive revenue growth. When estimating this value, it is important to access more data than portfolio energy managers typically use. Energy managers can gain access to or from databases that monitor such things as employee absenteeism, insurance costs, promotions cost, sales revenue, tax subsidies, litigation risk, and other metrics that energy retrofits can affect. Managers also need to build investment cases and create tactical plans. Additionally, managers can use their big data capabilities to verify the capital costs and energy savings of deployed energy projects. Managers will need to adhere to the International Performance Measurement and Verification Protocol and reference weather data sets, occupancy information, and other data. By generating this set of verified saving data, future risk can be mitigated, while an avenue for attracting third party investment could be created. Even more robust investment cases can be achieved if energy managers track the previously mentioned metrics that indicate value beyond energy cost savings.

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Industrial Demand Response Is Booming, Residential Isn't

WELCOME & THANK YOU to our New and Renewing Members!

New Individual Members

Alexander Crosett, Conservation Services Group
Amar Anne, ANB Systems
Andrew Bray, Efficiency Nova Scotia
Ann London, Helgeson
Anna Moran, Efficiency Nova Scotia
Brian McKee, AM Conservation
Carlos Silva, ENBALA Power Networks
Carol Lindstrom, Fluid: A CLEARResult Company
Casey Talon, IDC Energy Insights
Cathie Beene, TVA
Dave Somerman, Niagara Conservation
Harrison Kaylor, CB&I
Jelena Golic, Natural Resources Canada
Joe Belko, Facility Solutions Group
John Gibson, FirstFuel Software
Larry Gunner, Georgia Power
Lily Chiang, Southern Company
Maggie Grant, Georgia Power
Mark Ghazal, EnergySavvy
Mark Hall, Chartwell
Mike King, Nicor Gas
Morven Richardson, Efficiency Nova Scotia
Paul Nie, HaoLED
Phillip Lanier, Entergy Texas
Raoul George, ENBALA Power Networks
Ryan Bekar, Pulse Energy
Sarah Platt, CB&I
Shane Kadrluk, HouseRater
Steven Stautzenbach, CoreLogic
Tom Gendron, Energy Federation (EFI)

New Group Members

Efficiency Nova Scotia
PowerStream

Renewing Group Members

AEP-Oklahoma
AEP-Texas
Applied Energy Group
Applied Proactive Technologies
CLEARResult
Energy Federation
Energy Futures Group
EnerNOC
Freeman, Sullivan & Co
GRU
HouseRater
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Resource Action Programs
The WEIDT Group
US DOE
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AESP is a member-based association dedicated to improving the delivery and

A recent report by Pike Research reveals that the industrial sector plays a key role in successful demand response (DR) markets. Pike points out that the Federal Energy Regulatory Commission does not differentiate between residential curtailment and commercial and industrial (C&I) loads. Recent U.S. data reveals that the C&I sector contributes approximately 78 percent of potential peak reduction, while only 22 percent would come from residential customers. Moreover, the financial incentive for C&I facilities to take part in DR is far greater than for residences. Industrial facilities that completely shut down operations for DR events in some cases generate more money from DR payments than they would from normal production profit. Another problem with residential demand is that monthly savings on electric bills might not be enough to convince consumers to change electric use patterns, while smart meters pose concerns about privacy, security, and potential health issues. Rather than trying to develop residential demand response, grid operators could invest in technologies such as energy storage and distributed generation that show promise in balancing the grid. Worldwide, peak load curtailment presently totals roughly 26,849 MW. That number is expected to rise to 62,084 MW by 2019, according to Pike, representing a payment growth from \$1.8 billion in 2013 to \$4.3 billion by 2019.

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New Study Shows Energy Efficient Homes Are 32 Percent Less Risky for Lenders

Greentech Media (03/20/13) Lacey, Stephen

Data on whether energy efficient homes truly reduce risk hasn't been clear — until now. "We found that ENERGY STAR® certification reduces default and payment risk," says Nikhil Kazah, a researcher at the University of North Carolina's Center for Community Capital. Kazah was referring to an empirical study released on March 19 by the Institute for Market Transformation (IMT) comparing ENERGY STAR-certified homes to standard homes. Kazah and his colleagues reviewed nearly 30,000 single-family ENERGY STAR residences around the country and compared them to 71,000 conventional homes. The study found that ENERGY STAR homes were 32 percent less likely to go into default. "We've been talking about this for a while, but now we have the data to back it up," says Cliff Majersik, executive director of IMT. "It's time now to fix mortgage underwriting guidelines to consider energy efficiency." "It looks like the people who are buying energy efficient homes are similar to the ones who are not. [These factors] might change the result slightly, but it doesn't lead me to question it," says Mike Frantantoni of the Mortgage Bankers Association. Those advocating for revised lending standards say it's time to include energy consumption as a factor.

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House Democrats Release Energy App

SustainableBusiness.com (04/03/13)

Several Democrats on the U.S. House Natural Resources Committee have released a smartphone app called eVIZ, for Energy Visualizer, which is designed to help people understand the country's energy system. "As more citizens harness the power of apps and tablet devices, Congress has the opportunity and responsibility to present government data and information in a creative way," says Rep. Ed Markey (D-Mass.). The app has animated presentations of three major aspects of the U.S. energy system: Energy production and consumption, the costs of extreme weather, and a fuel economy calculator. The U.S. energy production animation shows decades of wind, solar, coal, and oil production and enables users to compare states to determine which are the most energy efficient. The extreme weather animation maps natural disasters that cost the country at least \$1 billion. The fuel energy calculator enables users to enter a vehicle's mileage and the current price of gas and determine how much money and pollution is saved with better fuel economy. "The effects of the way we use energy are costly to our country," says Rep. Rush Holt (D-N.J.). "This app helps a citizen visualize the energy use in all states and the effects that are already occurring."

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Cheaper LED Bulbs Make it Easier to Switch Lights

New York Times (03/21/13) Pogue, David

LED light bulbs for use in the lamps and light sockets of the home have been slow to arrive, mainly because of their high price. Their electronics and heat-management

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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features have made them much more expensive than other kinds of bulbs. LEDs last about 25 times as long as incandescents and three times as long as CFLs. While incandescent bulbs convert only 5 to 10 percent of electricity into light, LED bulbs are far more efficient, converting 60 percent of their electricity into light, so they consume far less electricity. LED bulbs also turn on to full brightness instantly, are dimmable, and harder to break. Despite all of these advantages, few people installed LED lights because of the \$30 cost for a LED bulb, even though they would save about \$200 in replacement bulbs and electricity over 25 years, and more if the electric utility offers LED-lighting rebates. Now, however, LED bulbs now cost less than \$10, eliminating the main reason for consumers' hesitation in purchasing the items.

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Which U.S. Cities Have the Most ENERGY STAR Buildings?

USA Today (03/12/13) Koch, Wendy

For the fifth consecutive year, Los Angeles earned first place as the U.S. city with the most ENERGY STAR buildings, according to a 2012 ranking released by the U.S. Environmental Protection Agency. As the number of buildings that earned ENERGY STAR certification grew by a substantial 24 percent between 2011 and 2012, so has the geographic and political diversity of the cities where they are built. Half of the top-ranking cities were located in the South and Midwest. The EPA's ENERGY STAR seal is awarded to commercial buildings that are verified by a qualified professional to perform in the top 25 percent of their class of building. Typically, ENERGY STAR buildings consume 35 percent less energy and create 35 percent less greenhouse gas emissions than an average building. California's statewide policy requiring buildings to disclose their energy use may have contributed to Los Angeles' top ranking with 528 ENERGY STAR commercial buildings last year. The federal government's green building and retrofit policies also may have contributed to Washington, D.C.'s second place ranking with 462 ENERGY STAR buildings. Other top-ranking cities included Chicago, New York, Atlanta, San Francisco, Houston, Dallas-Fort Worth, Phoenix, and Boston, with Phoenix and New York showing the most improvement.

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Will Clients Pay for Green Remodeling?

HousingZone (03/25/13) Gregorski, Tim

Homeowners are reluctant to pay a premium for green remodeling features, according to the Professional Remodeler's green remodeling survey. Nearly 60 percent of the remodelers surveyed said cost was a significant or very significant factor when trying to sell green features, and 80 percent of remodelers cited insufficient return on homeowners' investment as an obstacle to selling green features. However, green features helped sell remodeling projects for 42 percent of those surveyed, and 39 percent market themselves as green companies. Most clients are willing to pay up to 5 percent more for green features, but nearly half surveyed report that green features carry a higher than 5 percent premium. Only 20 percent of those surveyed said their clients were willing to pay more than the 5 percent premium for green features, although about half are willing to pay at least 3 percent more. Local, state, and federal tax credits and rebates help drive green projects by offsetting costs, but only 56 percent of remodelers reported using these incentives to sell green improvements, down from 60 percent in 2011 and 70 percent in 2010. Most homeowners reported that they are very concerned or somewhat concerned about energy and water efficiency, so many remodelers offer energy audits, and many of their projects include installing energy efficient windows, appliances, HVAC systems, and lighting, as well as enhanced insulation.

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Walgreens Attempts to Go 'Green' in Energy-Producing Store

Reuters (03/07/13) Wohl, Jessica

Walgreens Co. wants to build what it believes will be the first store in the United States to produce at least as much energy as it consumes. The largest U.S. drugstore chain is preparing to build the "net zero energy" store in Evanston, Illinois, less than 20 miles from its headquarters in Deerfield, Illinois. That location provides relatively easy access for its engineers to measure the store's performance. Walgreens aims to reduce energy usage by 20 percent across all of its more than 8,000 stores by 2020. Energy usage at the net zero store should be about 40 percent lower, and the store will also generate electricity through a variety of efforts. Those include installing more than 800 solar panels on the

roof and two wind turbines. It will also drill 550 feet into the ground below the store, where temperatures are more constant and can be tapped to heat or cool the store in winter and summer, for geothermal energy. The store will be built with energy efficient materials, it says. Estimates suggest the store will use 200,000 kilowatt hours per year of electricity while generating 256,000 kilowatt hours per year, Walgreens says, noting that those estimates vary due to weather and other factors. While it will cost significantly more to build this type of store up front compared with a typical store, Walgreens expects to recoup those added costs over time. It also hopes to learn from the test and then implement more energy-saving practices in its future stores.

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'Green Features' Slow to Show Up in Real Estate's Multiple Listings

Toledo Blade (OH) (03/24/13) Harney, Kenneth R.

A pair of new research studies chronicle U.S. consumers' strong appetites for energy efficiency and green features in their homes. A recent poll of 3,682 actual and prospective home buyers by the National Association of Home Builders shows that 94 percent of respondents rated ENERGY STAR appliances among their top "most wanted" items out of 120 options from which they could choose. Meanwhile, 91 percent said the same for new houses that came with ENERGY STAR certifications on the total structure. Researchers further determined that buyers would be willing to pay an additional average of \$7,095 in the upfront cost of a home if that investment saved them \$1,000 in yearly utility expenses. A second survey of buyers and sellers conducted by the National Association of Realtors has learned that 87 percent of respondents rated energy efficiency in heating and cooling as either "very" or "somewhat" important to their choice of a residence, while 71 percent said the same for energy efficient appliances. Although most new homes have energy ratings and certifications, the lion's share of resale homes do not; thus, eco-conscious house-hunters have little way of knowing about a property's green features. Still, of the 860 multiple listing services nationwide, only about 210 have gone green, i.e. including distinct sections of their standard listing formats for high-performance and sustainable features.

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Featured Articles

Retailers — Still in it for the Long Haul with Energy Efficiency

by Susan Komornik and Mark Michalski

In March, energy efficiency enthusiasts gathered to congratulate representatives of organizations receiving ENERGY STAR® Awards. More than 100 awards were given for outstanding contributions to energy efficiency. The recognition has grown and evolved to include recipients in many categories, but there is still strong interest in hearing the announcement of the Retail Partner of the Year.



Mark Michalski



Susan Komornik

Energy efficiency efforts were originally linked to the concept of market transformation, a term that for a time was "word non-grata". But transformation is what happened in varying depths and degrees in retail. Large retailers, with their huge marketing and advertising reach, helped create a chain reaction of innovation, promotion, and competition for high efficiency household appliances.

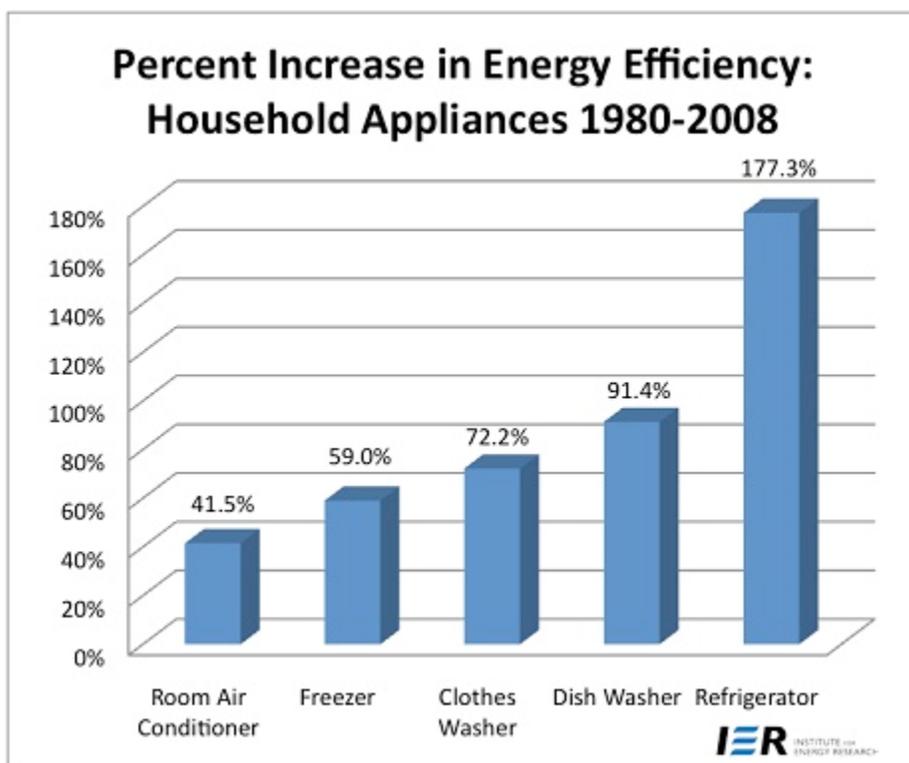
Of course high efficiency alone was not enough to create excitement in the marketplace;

products had to be game changers as well. High-efficiency products that combined superior function and style, along with strong profit margins, ignited customers and company stockholders alike.

When Sears collaborated with DOE for the launch of the Kenmore HE3t clothes washer, customers were suddenly willing to spend more than \$1,000 for a high-efficiency washer even though there were models still available for as little as \$199. Thus began the retail partnership activities with EPA, DOE, utilities, energy efficiency program administrators and implementers across the country.

Retailers have grown their efficiency or sustainable “teams” from, in some cases, a single dedicated representative or no representative at all, into business units focused on increasing the promotion, sales and corporate recognition of ENERGY STAR-qualified products. Additionally, retailers have bridged the gap from focusing on high efficiency product sales, to reducing costs through energy management in their own buildings and warehouses. Energy efficiency continues to grow in importance as a viable and effective business strategy for Fortune 500 retailers.

Once the benefits of coordinating with local utilities and contractors were recognized for appliances and HVAC, retailers naturally transitioned into other high-efficiency products, increasing their stock keeping units in ENERGY STAR lighting. The program sponsors’ challenge was how to support the promotion of the product when the typical mail-in rebate was impractical and impossible to track to a specific customer. The solution was to implement programs upstream with manufacturers and distributors or by providing bulbs directly to the customers through free distribution such as direct install or energy efficiency kits.



Walmart announced a goal to sell 100 million CFL bulbs in 2007, changing the landscape and increasing the importance of retail in promoting energy-efficient lighting. As a result, sales of CFLs nearly doubled from 2006 to 2007, to 290 million nationwide, according to estimates by EPA. Mid-stream buy-downs with dedicated permanent displays, increased advertising, and Web presence at national retailers appeared, outlining the benefits of CFLs and how to select the right bulb for an application. Still, CFLs make up only about 20 percent of the U.S. light bulb market and their sales have fallen for the past five quarters.¹

As new technology is introduced, retailers continue to collaborate with energy efficiency program administrators. With efficient lighting still trying to find its way into mainstream customer purchasing, retailers are increasing the stocking and promotion of LEDs. Initiatives such as the L Prize, a competition run by DOE aimed to spur lighting manufacturers to develop high-quality, high-efficiency solid-state lighting products, drove

manufacturers to produce the first commercially available 60 watt equivalent LED. Now, the process of bringing down the cost must occur, as it did with CFLs, to put LEDs within the price range customers are willing to pay for a commodity.

Utilities and energy-efficiency program administrators are continuing their successful retail cooperation with the goal of impacting the LED market. Several examples of successful retail and program collaborations include:

- An incentive-level pilot with Southern California Edison, Pacific Gas & Electric and multiple retailers, to determine seasonal product price elasticity in hopes of establishing incentive levels with the most impact. These pilots tracked weekly sales data for six different price points of LED applications in geo-clusters representing various demographics.
- In Rhode Island, membership club BJ's Wholesale allowed National Grid to design and place hands-on displays in stores to let customers witness the performance of the bulbs before making a purchase. These displays accompanied negotiated price promotions and were cost shared with manufacturers.
- Puget Sound Energy worked with Philips and Lutron to implement a bundle-pack program on end caps at Home Depot for the predecessor of the L Prize, the EnduraLED, and Lutron occupancy sensor. This model was implemented in other regions of the country.
- The promotion noted above was replicated in Massachusetts in over 40 Home Depot locations, enhanced with a research aspect. Surveys were distributed at the point of sale to gather information related to demographics, attitudes, and buying decisions of LEDs purchasers.

These efforts by utilities and energy-efficiency program administrators have been designed to carefully promote and encourage the purchase of LEDs, without the missteps that occurred when CFLs entered the market nearly 20 years ago. Collaboration with retailers is extremely important in promoting new technologies, be they LEDs or high-efficiency washers. While retailers have recognized the importance of ENERGY STAR, utilities and program administrators, new initiatives are launching that could signal the next iteration of retail efficiency collaborations.

Through the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative, domestic retailers may soon begin looking outside the U.S. for growth opportunities with energy-efficient products and services. The SEAD Initiative, founded by the Clean Energy Ministerial to advance global energy efficiency for appliances and equipment, recently announced the winners of its inaugural Global Efficiency Medal for TVs. Judging will begin soon on nominations for the Global Efficiency Medal for desktop computer displays. These medals are awarded to the most efficient product within a category, across various global markets.

The cooperative efforts developed over a decade ago still remain strategically effective for all stakeholders, allowing retailers to bring new, premium-priced, energy-efficient products to market with less risk. Initiatives like SEAD may provide opportunities for retailers to continue their collaboration with utilities and energy efficiency programs nationally and globally. With no end in sight, the retail market has transformed and is transforming energy efficiency programs globally. And retailers are still in it for the long haul.

¹Kimberly Janeway: Despite energy savings, only 1 in 5 light bulbs sold is a CFL, ConsumerReports.org, October 14, 2011.

Susan Komornik is vice president of business development for [Power Direct Energy](#), a provider of efficiency solutions. Mark Michalski is an associate at [Cadmus](#), designing, marketing, and implementing energy-efficiency programs.

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Data Analysis Combined with Visualization Drives More Meaningful Strategy

by Deb Henderson



Deb Henderson

Data analysis can be used as a powerful and innovative solution for multiple marketing challenges for programs in various lifecycle stages. There are many ways analysis can be conducted and multiple options exist to facilitate data review. Integrating and organizing your data into a dashboard for visualization can make it easier for a broader population within your organization to understand and, more importantly, act upon insight gained from analysis.

By leveraging data available to identify customer characteristics that address program eligibility and propensity to participate, a utility launching a new program can drive higher conversion rates while reducing overall cost per enrollment figures. Of course you have to be able to easily understand which customers to target and what marketing strategies to use in order to maximize those response rates. Traditional methods such as focus groups alone, which only offer feedback and insight across a small cross-section of the population, may not provide comprehensive enough data across your target audience to validate proposed strategies.

Programs farther into their lifecycle can also leverage the benefits of data analysis to address challenges such as market saturation and declining conversion rates. However, when your program has hundreds of thousands of participants, analyzing important information about your existing customer base that could uncover trends about your prospective customer base can be a daunting task to undertake.

The key to addressing both of these types of scenarios is to ensure that trends can be spotted easily in order to drive strategy. When implementing a data analysis project, several key considerations must be addressed to ensure effective execution towards the objective. All parties involved must clearly identify the goal of the analysis, and that objective should drive the entire planning and implementation phase of the project. Other key steps include:

- Identifying available sources of data and determining what information is most useful
- Defining known or potential integration issues ahead of time to prevent roadblocks
- Reviewing visualization tool options and best practices. A dashboard should integrate with program data, be intuitive, and provide context to easily tell a story without requiring special training in order to understand or use it.
- Allocating the proper resources to ensure strategic marketing tactics are recommended based on informed analysis and output

In the case of a data analysis project conducted by Baltimore Gas and Electric (BGE) and Honeywell Smart Grid Solutions to address declining marketing conversion rates brought on by market saturation within their demand response program, PeakRewardsSM, the use of a dashboard helped to slice and dice data in ways not possible otherwise, including:

- Providing a snapshot of how current customers responded to various marketing efforts, juxtaposed with information on target customers to help uncover trends, similarities and areas of opportunity for refinement.
- Enabling data manipulation for other applications. For example, if a specific customer demographic in a certain geographic area overwhelmingly chose the program thermostat instead of the switch, BGE would consider leading with that benefit in other instances.
- The ability to look at information across the entire population of customers and manipulate the view from a high level with a dashboard, and then drill down into customer populations by specific demographics, provided a much more accurate representation of trends than a typical focus group alone would have.

Ultimately, close collaboration between utilities and their vendor(s) is necessary in order to thoroughly understand available data and, more specifically, the usefulness of that data for any analysis project. Additional review and attention can uncover data that may not only be useful for marketing, but also might serve cross-purpose activities, and be of interest to other departments, and future program plans. Overall, data analysis should also be a part of an ongoing process and not just a once-and-done exercise. When you have developed the right dashboard to review your data within, you can use it again and again to refine and enhance your strategies.

Deb Henderson is the Southeast regional marketing manager at [Honeywell Smart Grid Solutions](#).

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AESP News

Uniform Methods Project: DOE Publishes Methods for Estimating Energy Efficiency Savings

The U.S. Department of Energy (DOE) has published a series of protocols for estimating savings from energy efficiency programs titled Methods for Determining Energy Efficiency Savings for Specific Measures. These protocols have been developed in close collaboration with the nation's leading technical experts and provide, in a straightforward format, the commonly accepted method for evaluating gross energy savings for some of the most common residential and commercial measures and programs offered by ratepayer-funded energy efficiency programs in the United States. The protocols can be found on the Uniform Methods Project (UMP) website at www1.eere.energy.gov/office_eere/de_ump.html. For more information, contact ump.protocols@nrel.gov.

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News Releases and Announcements

[Cooper Lighting's street lighting brings energy-efficient illumination to Austin, Texas](#)

[Home Energy Saver launches online forum for homeowners](#)

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