



AGENDA

NOTE: For reasons beyond our control, it may be necessary to alter the content and timing of the program or to substitute speakers without notice.

Monday, January 21, 2019

9AM – 6PM

Registration Desk Open – Registration Desk 2 (3rd level)

8AM – 3:30PM

Pre-conference Training Courses (extra fee)

Design Thinking: Creating Customer-Centric DSM/DER Programs, Marketing and Experiences (Utilities-Only)

Instructor: Bill LeBlanc, E Source

Efficient Electrification... A Technology Overview and Analysis of Energy System Impact

EPRI Instructors: Tom Wilson, John Halliwell, Ron Domitrovic, Allen Dennis Sr., Frank Sharp Sr., Tom Reddoch, and Omar Siddiqui

12:30 – 2PM

Energy Awards Luncheon (invitation only)

3:45 – 5:15PM



UtilitiesConnect (UTILITIES-ONLY) – Conference 1-2

Special session for attendees who work in a utility company only.

The Changing Utility Landscape – How Utility Programs are Adapting for the Future

Speakers: Bonnie Latta, TVA and Erin Brooks, SoCalGas

We all know that utilities are having to adapt to the changing energy environment. How they adapt varies from state to state and utility to utility. In 2017, TVA’s EnergyRight Solutions responded to flattening load resulting from the rise of naturally occurring energy efficiency (building codes and DOE standards). Leveraging their current Business and Industry Programs, they transitioned from paying for smart energy technologies that save energy to incentivizing those that add load. Electrification supports the TVA mission to do what is right for the Valley energy needs and the environment while maximizing economic development. In California a very different scenario is playing out. The state adopted legislation to double energy efficiency by 2030. To help achieve this, and to stimulate innovation from the marketplace, California IOUs are required to outsource at least 60 percent of their EE portfolios to third-party implementers by the end of 2022. Third parties will propose, design, and deliver new, innovative EE programs to seek greater participation and deeper energy savings. Hear how these two utilities are responding to very different changing internal and external needs and policies.

Monday, January 21, 2019 – continued

UtilitiesConnect (UTILITIES-ONLY) – continued

Changing Behavior...is Changing

Speakers: Debbie Reed, AEP Ohio and Amy Hampel, Indiana Michigan Power

Are behavior change programs the solution to increased energy savings goals and rising baselines? Behavior change programs cover an ever-widening spectrum – from mailed paper energy usage reports to Artificial Intelligence and the Smart Home. Hear from two utilities on their experiences with behavior change programs and what they think is coming next.

Since 2009, AEP Ohio has utilized a Home Energy Report to educate and modify customer behavior. By May 2019, AEP Ohio will have installed approximately 1 million AMI meters. These customers receive reports similar to HERs and advanced information on saving energy through the “Next Web” web-portal. In the future, AEP Ohio puts the power to control energy use in each customer’s hands through its “Intelligent Home” with “It’s Your Power” app and Energy Bridge. Meanwhile, Indiana Michigan Power launched two initiatives that demonstrate the changing relationship between customers and their utility. “IM Home” is a continuous demand management solution that creates a personalized load dispatch schedule for every home, and their Smart Speaker initiative empowers customer to manage how they use in-home energy by using voice commands.

5 – 5:30PM

New Professionals and New Members Event – Atrium (2nd level)

If you’re new to the industry or new to AESP, this is where you get to meet others just like yourself. Start the conference by making a new friend here!

5:30 – 7PM

Opening Reception in Expo Hall – Salons G-M

Food, drinks, networking and the Expo Game – play to win valuable prizes in Tuesday night’s drawing.

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Tuesday, January 22, 2019

7AM – 5:30PM

Registration Desk Open – Registration Desk 2

7 – 8AM

Networking Continental Breakfast in Expo Hall – Salons G-M

8:15 – 9:30AM

Opening Plenary – Salon E

Welcome Announcements

**John Hargrove, AESP President & CEO,
and Bill Norton, Opinion Dynamics & Chair of the Board**

Welcome Remarks from Host Utility

**Frank Almaraz, Senior Vice President of
Commercial Operations for CPS Energy**

**AESP Energy Awards
One to Watch, BH Prasad**

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**Keynote Speaker Introduction
CLEARresult**

**KEYNOTE PRESENTATION:
How to Sustain Creativity**

Sponsored by **CLEARresult®**

**Speaker: Joel Cohen, Emmy-winning writer
and co-executive producer, The Simpsons**

The Simpsons is “The greatest TV show of the 20th century” (Time Magazine) and the longest-running scripted TV series in American history, 30 years and running. It takes unrelenting creativity to keep a show fresh and relevant this long, not to mention a good measure of business savvy. In his practical yet wonderfully humorous presentation, Joel Cohen provides vibrant stories and key lessons to the show’s creative process, group dynamics and culture of innovation. Cohen draws links between running a business and keeping a hit show fresh. How do you manage group dynamics to get the best from your talent? How do you find, evaluate, implement, and even discard new ideas? How do you chart a renewable path to innovation? He is a comedy writer, so you know he’s not going to be boring. At a time when our energy efficiency industry desperately seeks new program ideas and business models, this story of continuous creativity and staying on top will challenge and inspire you!

Tuesday, January 22, 2019 – continued

9:30 – 10:15AM

**Networking Refreshment
Break in Expo Hall – Salons G-M**

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10:15 - 11:30AM Session 1A: Commercial Electrification – Salon B

How to “BE” in Business

Moderator: Mark Gentry, CLEAResult

Beneficial Electrification: There’s a Whole New World....

Speaker: Payson Tilden, JEA

JEA and ICF have partnered for the past five years to create and implement a Beneficial Electrification (BE) program that is cost-effective for JEA, good for our customers, and beneficial for the environment. BE is a relative newcomer for our industry but interest has grown rapidly. Learn about JEA’s journey into this “Whole New World”, with insights into ideas for development, lessons learned, victories achieved, and options and opportunities for the future. Starting out with separate On Road and Off-Road programs, participants will see how JEA learned to bring the many varieties of Electrification under the single umbrella of Beneficial Electrification while still maintaining its energy efficiency programs and finding links to renewable energy programs as well. Attendees will take away ideas for creating and developing a BE program; lessons learned and options and opportunities for the future.

From EE to BE: One Utility Company’s Energy Efficiency to Beneficial Electrification Success Story

Speaker: Cortney McKibben, TVA

Learn about an innovative case study of the TVA Non-Road Transportation Electrification and Infrastructure Applications Project. Designed and implemented by Lockheed Martin Energy, this program developed a custom methodology to pay incentives on local emissions reduction (\$/ton of CO₂e) in order to support adoption of electrified, non-road transportation assets. The technologies targeted by this program included: electric forklifts, airport ground support equipment, heavy-duty truck stop electrification, and electric truck refrigeration units. In addition to reduced emissions, other benefits included increased revenue for electric utilities, enhanced environmental benefits, and improve commercial and industrial customer operations.



All Day Coffee/Tea Sponsored by





Planning for Strategic Electrification: What does the Promised Land of Information look like?

Speakers: Elizabeth Titus, NEEP and Kenji Takahashi, Synapse Energy

Many Northeast states have adopted policies targeting carbon reduction and strategic electrification as an important tactic in support of such goals. What data and tools are being used now - or needed in the future - to develop these policies, set informed targets and assess progress? Hear the results of an important stakeholders survey in the Northeast which asked these questions, identified data gaps, and recommended new approaches. Given the importance of strategic electrification to many Northeast states carbon reduction policies, sharing information about best practices in data and modeling, and what new data and research is needed, is very timely for utilities involved in EV and HVAC. An overview of additional research needs and related activities will also be shared.

Electrification's Big Tent: Perspectives of Electrification's Supporters and Detractors

Speakers: Carl Samuelson, Michaels Energy and Anthony Fryer, MN Department of Commerce

Supporters of electrification, especially “beneficial” electrification, come from many sectors: electric utilities, environmentalists, technology manufacturers, and energy efficiency advocates. Despite that broad support (or perhaps because of it), regulators have no small task ahead to sort out how, and in what forms, electrification provides societal benefits that might help deliver on state goals of energy efficiency and carbon reduction. To that end, the Minnesota Department of Commerce commissioned in-depth interviews with stakeholders on the topic, with findings delivered in a white paper. Hear the findings from the MN Department of Commerce, as well as participate in an interactive discussion about electrification challenges and opportunities in state specific contexts.

10:15 - 11:30AM Session 1B: Innovative Marketing (Rapid Fire) – Salon D

This Ain't Yo Mama's Marketing

Moderator: Katie Mueller, Franklin Energy

POWERPLAY: Driving Residential and Commercial DSM Participation through Gamification

Speaker: Ward Eames, NTC

An interactive presentation on educational digital games, and how they engage entire communities, target demand side marketing and management issues, and cross-promote both residential and small business/commercial DSM programs will be showcased. You will also hear results from a comprehensive survey on the use of digital games and apps from 8,000 educators. An overview of the key results that apply directly to the utility community will be highlighted with insights from Duke Energy on their pilot that uses apps and games to engage residential and business customers and grow their DSM participation.

Tuesday, January 22, 2019 – continued

10:15 - 11:30AM **Session 1B – continued**

Generating Better Engagement & Content through Cause and Community Partnerships

Speaker: Alex Bradley, C + C

Marketing energy efficiency takes more than implementing a traditional paid media plan. In these times, factors like rates changes, weather events, infrastructure and alternate distribution sources in market can impact customer satisfaction and loyalty. Utilities must become part of their communities and serve their customers in ways that make a difference. Listen to two Columbia Gas of Massachusetts community-based partnerships that were built from the ground up based on market needs. Warm Up, was designed to bring brand new American coats to local children in need, and the second program was a partnership with the Brockton Rox and Boys & Girls Club which provided baseball clinics. By creating partnerships like these, utilities are able to give back to their communities and tell the stories that fuel their customer's hearts and minds.

Energy Efficiency Deserts: Mapping out the Equity Story in your Community

Speakers: Lisa LeBeau Obear, Illume Advising and Liz Kelley, Illume Advising

Using geographical mapping tools, you will explore how to visualize customer access and exposure to energy efficiency in individual communities by using the familiar concept of "deserts." Layering census, utility, and other data, you will understand how these maps can be used to identify where inequity exists, and address barriers to program engagement.

Do you want to become a Social Listening Expert? Then listen. And listen well.

Speaker: Edward Horn, DNV GL

Outreach, marketing and social media are key tools in energy efficiency programs, and as our programs mature, we have to work smarter to gain the attention of customers. Social Listening is actively listening to digital conversations to learn what is being said about a topic and a way to surface conversations that can help differentiate your brand, product, or service. Think about it... you can listen and look for trending topics specific to your utility and its programs. You can also gauge changing attitudes and rising interests in PV, DER, or any number of topics. Learn how social engagement is a way to participate in the conversations that will improve the social presence of your EE program and help your program become a trusted advisor. Learn how to grow your social network, influence customer satisfaction and potentially create leads.



Breaking through the Clutter: Memorable Rebates Messaging

Speaker: Alicia Hearn, FortisBC

After over a decade of different creative campaigns, it was time to develop a creative concept that would increase general awareness, and program education with one simple yet memorable message -- "We've got rebates". With the intention to go beyond the previous campaigns and encompass all the FortisBC Conservation and Energy Management programs, an entirely new approach was taken. Learn how FortisBC underwent an extensive creative and research process to bring their new concept "We've got rebates" to life, making it the most successful DSM creative campaign for FortisBC to-date.

10:15 - 11:30AM Session 1C: Pay for Performance (Panel) – Salon E

Moderator: Dan Fredman, VEIC

The Different Flavors of Pay for Performance

Speakers: Andy Frank, Sealed; Kessie Avseikova, Opinion Dynamics; and Mark Wyman, Energy Trust of Oregon

Pay-for-performance (P4P) programs represent an unexplored terrain in the residential energy efficiency sector. Program designs and implementation strategies are diverse, and customer experiences and interactions with program implementers and program interventions are yet to be fully understood and assessed. Utilities across the country are looking for alternative ways to enhance cost-effectiveness and the overall performance of their residential program portfolios. P4P program options are gaining popularity as a viable option. Three questions will be explored: (1) Why are utilities interested in P4P and how do they compare to traditional programs? (2) What are the different types of P4P programs that utilities can adopt? (3) What are successful examples of P4P programs that have been integrated into energy markets?

11:30AM – 1:15PM **Networking Lunch in Expo Hall – Salons G-M**

NOON – 1PM **Chapter Lunch Meetings – Check signage or the app for room assignments**

1:15 – 2:15PM

Session 2A: Blockchain Transactive Energy – Salon B

Jenny from the Block

Moderator: Michel Kohanim, Universal Devices

DR/DER Balance Through Transactive Energy: A Model to Balance Supply & Demand

Speaker: Jamie Coffel, Honeywell

Utilities have been investing in building a more resilient grid while incorporating a growing diversity of distributed generation resources not under their direct control. This creates new challenges, but also new opportunities to engage and empower the end-user. Transactive Energy is a system of economic and control mechanisms that allows the dynamic balance of supply and demand across the entire electrical infrastructure. The approach allows each user to define their energy “positions” throughout the day just as you would define buy/sell positions for investments. The free market responds eventually reaching a parity between traditional generation, renewables, storage, traditional DR, and other forms of distributed energy resources. Become informed on this new market approach that leverages market forces and technology in new ways and understand the difference between Transactive Energy and Blockchain.

Yoga for Utilities: How demand flexibility can give you a better bottom line

Speaker: Javid Butler, HDR Consulting

Traditional Demand Response has been an effective way to manage peaks, but as new energy sources connect to the grid peak shaving is no longer enough. Some of the tools presently used to manage DR can evolve into the Distributed Energy Resources (DER) space, saving development expense, shortening time to market, and delivering stakeholder value through smart grid modernization. Join a discussion of current ideas around DER and demand flexibility, the different ways to think of energy storage (electrical, mechanical, chemical, thermal, CAES, etc.), how storage and demand flexibility interact with renewables, and how automated systems such as OpenADR 2.0 and SEP 2 help integrate the different components. Understand how new ideas in lighting control can be integrated with DER strategies to create multiple benefits. Join an interactive exercise that will illustrate basic color tuning concepts.



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1:15 – 2:15PM

Session 2B: Policy – Salon D

A silo, a best practice and climate change walked into a bar...**Moderator: Beth Delahajj, National Grid****THE BIGGER PICTURE: Why Our Siloed Approach to Efficiency has Got to Go****Speaker: Philippe Dunsky, Dunsky Energy Consulting**

For nearly three decades now, our industry has promoted improved energy efficiency in lighting, motors, HVAC, building shells and other end-uses. We've done so largely through ratepayer-funded utility programs designed to return greater value than they cost. Looking forward, a broad, worldwide energy transition is underway and it is being driven by technology and climate imperatives. This transition is being built on four pillars: reducing energy waste, cleaning power generation through renewables, electrifying end-uses (in buildings, transportation and industry) and producing cleaner liquid and gas fuels. Listen to the results of broad, economy-wide energy modeling conducted at the state, province and national levels, that will shine a light on the interactions between each of these pillars. See which regions are beginning to take a more forward-looking, integrated approach.

Best Practices in Market Transformation Programs; A Summit of Experts explore the Leading Edge of Market Transformation**Speaker: Jim Fay, ComEd**

Recently passed legislation sets out new challenges for ComEd's DSM efforts. Senate Bill SB 2814, aka the Future Energy Jobs Act, redefines utility energy efficiency goals and the calculation of shareholder financial incentives. DSM goals and utility financial incentives are now based on the "the total electric energy savings in a given year from measures installed in that year or in previous years." With this new legislative direction, ComEd adjusted its DSM portfolio to increase the focus on activities that produce long-lasting energy savings. ComEd is designing an action agenda to increase the company's role in market-based/ transformation programs. This DSM planning process includes regional EE organizations (e.g., the Midwest Energy Efficiency Alliance – MEEA), as well as state-wide stakeholders and peer reviews from the Northwest Energy Efficiency Alliance (NEEA), New England Energy-Efficiency Partnership (NEEP), and the American Council for an Energy Efficiency Economy (ACEEE).

Tuesday, January 22, 2019 – continued

1:15 – 2:15PM

Session 2B – continued

Climate Action and Adaptation for the City of San Antonio

Speakers: Danielle Vitoff, Navigant Consulting; Douglas Melnick, San Antonio Office of Sustainability and Angela Rodriguez, CPS Energy

The City of San Antonio, in coordination with CPS Energy (San Antonio's municipal utility), is currently writing a Climate Action and Adaptation plan. This plan will outline pathways for the City of San Antonio to meet the Paris Climate Agreement through mitigation strategies and prepare the community, municipal government operations, and other key sectors for the anticipated impacts of climate change. The overarching goal of the Climate Action and Adaptation plan is to improve the quality of life of all residents of San Antonio and make the city and its people better prepared to face expected changes in climate. The plan is being developed through a coalition of government and community organizations with the input of a large number of community stakeholders. Although the information presented focuses on San Antonio, you will gain insights from other municipalities and learn how to replicate this plan for other municipalities.

1:15 – 2:15PM

Session 2C: Moderate Income – Salon E

No middle-of-the-road here

Moderator: Sabrina Brooks, PECO

Affordability Fund Trust: An alternative model for moderate income conservation

Speaker: Raegan Bond, Dunsky Energy Consulting

In mid-2017, Ontario established the Affordability Fund to provide efficiency measures to Ontarians that do not qualify for electricity ratepayer-funded low-income DSM programs, but are still unable to invest in energy efficiency. The \$100-million fund is an independent trust, administered by a Board of Trustees (3 from the electricity sector and 2 from the community sector). An Affordability Fund Trustee will provide an overview of the design and launch of this program, its leading indicators of success and the early lessons learned from this 'living laboratory' which could have positive applications for traditional low- and moderate-income DSM programs.



Moderate Income Community Composition and Participation in Energy Efficiency Programs

Speaker: Meghan O'Connor, Eversource

Is program participation equitably distributed? A utility in New England was concerned about the effects of a proposed increase in the Home Energy Services copay, particularly among customers with incomes below state median income but above low-income program qualifiers. Home Energy Audits in Connecticut are delivered through two programs: The Income Eligible (IE) program for customers who meet income-based defined by Area Median Income and family size; and the standard HES program. Data from 2012-2018 for 700,000 single family, electric customers was analyzed by income, house age, size, heating fuel and past participation to develop a profile of moderate income customers. Understand how the profile was developed and how it will be used.

2:15 – 3PM

**Networking Refreshment
Break in Expo Hall – Salons G-M**

Sponsored by 

3PM – 3:45PM

**Professional Development Session – Salon E
Unconscious Bias and its Impact on Workplace Excellence**

**Speaker: Serilda Summers-McGee,
Workplace Change**

With recent national discussions about cultural and gender differences (i.e. #MeToo, and Starbucks arrests), and pay equity, how do you identify unconscious bias and what can you do if you see it? In our session, we will discuss the various ways unconscious bias manifests in the workplace using real life scenarios, and you will learn the tools for responsible bias interruption. Unchecked biases impact workplace excellence, productivity and erodes company culture, let's do something about it.



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Tuesday, January 22, 2019 – continued

3:45 – 5PM

Topic Committee Meetings – Conference 1-4

Learn how to get involved with AESP and contribute your knowledge

Whether you are new to AESP or a veteran, we want to hear from you! Topic Committees drive content and committees are made up of members, just like you! Come to this session to reconnect with your fellow committee members and share your thoughts on what AESP should focus on in 2019. Take advantage of this one time per year opportunity to explore all the various issues being tackled by the different topic committees and then break up into committees to explore issues unique to the topic. At the end of the session you walk away knowing more, connecting more, and understanding the high-level hot topic issues of today's environment.

The Topic Committees are:

- Gas Energy Efficiency
- Marketing
- Business Issues & Models
- Innovations in Tools & Technology
- Implementation
- Pricing & Demand Response
- Market Research, Evaluation & Greenhouse Gas

4 – 5PM

Chapter Leadership Meeting – Conference 7

5 – 6:30PM

Networking Reception and Expo Prize Drawings in Expo Hall – Salons G-M

Come for appetizers, drinks, and networking. Meet the exhibitors and play the Expo Game to win valuable gift cards and prizes. Stay for the prize drawing at 6:15pm because you must be present to win.

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Wednesday, January 23, 2019

Yoga Sponsored by



MichaelsEnergy

6:30 – 7:30AM **Morning Yoga (pre-registration required) – Conference Room 5**

7:30AM – 5PM **Registration Open**

7:30 – 8:30AM **Networking Breakfast in Expo Hall – Salons G-M**

Sponsored by



8:30 – 9:45AM Session 3A: Smart Thermostat – Salon B

T-stats, now what?

Moderator: Susan Mendez, Duke Energy

Dialing in Your Results: Enhancing Smart Thermostat Program Evaluation with Device Data Analytics

Speaker: Nick Lange, VEIC

Energy efficiency programs have increasingly begun supporting smart thermostats in recent years, after early field studies indicated that they delivered savings where programmable thermostats did not. However, other evaluations showed mixed results, with savings from some brands but none from others. Other evaluations even contradicted earlier results, failing to find savings even for brands that had previously performed well. While ENERGY STAR has established a method to analyze data from the devices in order to determine product qualifications, even some qualified products have failed to demonstrate savings in field trials. Gain greater knowledge in how analysis of data from smart thermostats can improve the accuracy of an evaluation, and even provide actionable feedback to help programs design and run more effective smart thermostat initiatives.

Do You Ever Wonder What Most People Actually DO with their Thermostats? This Talk is for You.

Speaker: Molly Podolefsky, Navigant

Energy efficiency savings from cooling are an open question for thermostats, and there are many studies trying to quantify those savings. An area even less understood is what drives when and how people use their air conditioners (AC). Does heat matter more than humidity when people decide to turn their AC on for the first time each season? Does humidity make people use more AC? Do more people opt out of DR events when it's hotter? More humid? Do program characteristics like duration and frequency of DR events matter as much as weather when it comes to people's decision to opt out of events? The answer to all the questions above is - yes. Hear about a groundbreaking study in 2018 for the Massachusetts Program Administrators (MA PAs) and the state's Energy Efficiency Advisory Council (EEAC) to understand how weather affects people's air conditioner use behavior and influences DR event participation.

8:30 – 9:45AM Session 3A – continued

Gas Demand Response through Smart Thermostats

Speakers: Aaron Berndt, Google Hardware and Darren Hanway, SoCalGas

Southern California has been facing winter constraints on its natural gas supply. In late 2017, Nest and SCG partnered to launch a winter version of Nest's Rush Hour Rewards DR solution, along with Nest's Seasonal Savings program, to drive incremental winter gas savings from SCG customers with Nest thermostats. The partnership combined Nest's user experience and marketing expertise to amplify SCG's customer recruitment into a gas DR program. This effort pioneered new methods for recruiting participants into gas savings efforts, managing natural gas supply when facing system constraints and advancing the still-nascent field of natural gas DR programs. Additionally, SCG demonstrated how utilities can leverage smart thermostats to manage gas demand, something that is increasingly critical as the connected home continues to mature rapidly.

More Ways to get a Smart Thermostat

Speaker: Amey Bayes, BGE

BGE is leveraging several programs to expand opportunities for customers to participate in multiple energy efficiency and demand response programs with one technology - smart wi-fi thermostats. BGE combined its Quick Home Energy Check-Up Program, with its demand response program, PeakRewardsSM. Customers can enroll simultaneously to participate in both programs and receive the PeakRewards smart thermostats at no additional cost. Alternatively, BGE customers can receive an incentive up to \$100 for the purchase of an ENERGY STAR certified smart thermostat through several market channels. Once an eligible smart thermostat has been installed, BGE offers the Thermostat Optimization Program, which fine-tunes thermostats to capture additional energy savings without compromising comfort. Furthermore, BGE is using data from the smart thermostat to conduct a virtual audit of customers' homes, helping customers to identify opportunities to improve the efficiency of their home based on the HVAC run times.

8:30 – 9:45AM Session 3B: The Power of Data in the C&I Sector – Salon D

It's all about the Data

Moderator: Laura Schauer, Illume Advising

The New World of M&V: Advanced Analytics and Breakthrough IoT Technologies Emerging Potential for Implementation, Research, Renewables, and Evaluation

Speaker: Tim Guiterman, InfiSense

Long gone are the days where M&V is just a tool for supporting evaluation. Now, with reliable low-cost sensors and cloud-based computing, advanced M&V is increasingly being



coupled with larger efficiency and demand response projects, and used for verification of non-wires alternatives, dynamic utility research for load shape and market characterization, deep-assessment of renewables, and “real-time” evaluation. You will gain a greater understanding of the new and emerging M&V landscape, and then dive into an exploration of available technologies, new use cases, and the appropriate applications for whole building vs. deep granular M&V.

The Proof is in the Performance: Best Practices for P4P Program Models

Speaker: Brian DeLuca, TRC Energy Services

Energy decision-makers continue to emphasize Pay for Performance (P4P) and Measurement & Verification (M&V) 2.0 as important strategies in the next generation of energy efficiency programs. This session will enable you to explore P4P and M&V2.0—and their value as an integrated solution—demonstrated through the nearly 10-year, statewide New Jersey Board of Public Utilities’ Clean Energy Program. Designed to promote large, whole property retrofits, the NJBPU P4P Program requires customers to meet a minimum percentage energy reduction performance target before public funding is fully invested. Key components of this program design; results and findings; and key insights and best practices will be highlighted. You can apply your own solutions; as well as findings and results from the NJBPU Program which has achieved 500 complete projects and more than 100 million square feet of retrofitted building space.

Auto-M&V: Swiss Army Knife or Another Tool in the ToolBox?

Speaker: Hilary Polis, Opinion Dynamics

With increasing advancements in AMI infrastructure, data science and modeling techniques, as well as changing energy and demand goals, Auto-M&V is poised for disrupting or, at a minimum, revamping the energy evaluation and implementation landscape. Results from a first-in-class study seeking to understand whether energy consumption data can monitor projects at an advanced timeline, mitigate areas of risk and uncertainty, adaptively manage M&V for certain projects, and be brought to scale for non-residential programs will be shared. An assessment of the value proposition of advanced analytical frameworks from both an evaluation and program delivery perspective will be delivered. Important questions will be posed: Can Auto-M&V replace on-site engineering visits? Can they identify risks and support program implementation? Can they support energy savings claims? And, if so, how much data do you need?



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Small but Mighty

Moderator: Sharareh Moaddeli, SoCal Gas

Selling Energy Efficiency to Customers Who Don't Give a Hoot: Using a Guaranteed Savings Contract as an Approach to Scaling Energy Efficiency in the Small Business Sector

Speaker: Lloyd Kass, Lime Energy

This session begins by looking at the importance of reaching small and mid-sized businesses (SMBs) with energy efficiency and why participation from this sector has been such a challenge. The audience will be quizzed on the priority level SMB owners place on energy efficiency, and they will likely be surprised by where their concerns lie. Nevertheless, meaningful progress has been made in the EE industry to tackle two key barriers -- reaching busy SMB owners and addressing the lack of upfront capital to pay for EE projects. Successful industry breakthroughs in these two areas are reviewed. Then a third and crucial impediment – distrust – is focused upon. SMBs do not believe in the utility savings promises presented by sales professionals. Why should they believe savings from EE action will materialize? One potential solution is examined: A no-money-down performance contract featuring a customer savings guarantee. Customers pay only as the installed measures impact their utility bill. One way this can work is described. Then results from a recent deployment of this concept in New York are presented. Finally, the session concludes with an overview of how a guaranteed-savings contract can benefit – not only customers – but also utilities, all ratepayers and the energy system.

How to Reach Small Businesses with Data-Driven Program Design & Marketing

Speakers: Danielle Marquis, AM Conservation Group and Joseph Wadel, Consumers Energy

Big data has been the “next big thing” for a while now. But are we really doing anything with it? And if so, how is it helping us in hard-to-reach segments? What about the siloes that keep data from one program implementer separate from another within the same utility? In August 2017, Consumers Energy launched a Small Business Marketplace as an innovative pilot to fill a program gap in their already robust small commercial portfolio. The team designed the marketplace program and its marketing using data from the existing small business programs, while taking a data-driven approach to nearly every decision that was made during implementation, and leveraging cross-program promotion to improve the performance of the entire portfolio. Hear the actual results from growth-driven design-based website testing, marketing initiatives and promotions, as well as evaluated results of the pilot.



8:30 – 9:45AM

Session 3D: Leadership Roundtable – Conference 1-2

Fear is a Four-Letter Word

A Discussion on Diversity and Women in the Energy Industry

Moderator: LeAndra Archuleta, Energy Solutions

Panelists: Laurie Dowling, NUDC; Carla Walker-Miller, Walker-Miller Energy Services; Sabrina Brooks, PECO and Kim Winslow, KCP&L

Building on last year's Leadership Roundtable in New Orleans, we once again bring together a panel of diverse leaders to challenge the audience to participate in an interactive session aimed at tackling fear(lessness). Whether in the beginning of our careers or as we navigate senior and executive positions, we are faced with fear about succeeding, failing, being bold and operating outside our natural tendencies, and confronting competition. Diversity, in all its many forms, can lead to even more fear. But what if we learn to refuse fear or use fear to empower us? Learn how this panel will use their experiences and insights, successes and failures, and maybe some other four-letter words, to motivate and inspire leadership and mentorship. Audience participation is highly recommended!

9:45 - 10:30AM

Networking Refreshment Break in Expo Hall – Salons G-M

Sponsored by 

10:30 – 11:45AM

Session 4A: Technology (Rapid Fire) – Salon B

Moderator: Paul Higgins, Navigant

Cybersecurity in the IoT Age

Speaker: Jason Morris, Honeywell

Utilities face constantly tighter data security requirements from legislative, regulatory, and customer sources and from ever-increasing threats from a wider and more diverse sources. Gain a cybersecurity view of DSM programs and knowledge of the threats and solutions from a cybersecurity industry professional. You will explore the multiple aspects of cybersecurity as they relate to various types of DSM programs; how to conduct vulnerability and risk assessments; and how to map out threat points in program design. Gather insights into how to identify and protect the multiple endpoints and pathways that could be exposure points; how to protect data once it is collected; and how to use compliance audits for intrusion detection and continuous monitoring of activity. Key components such as SEIM, ICS shield, and ATIX (Advanced Threat Intelligence Exchange) in plain English will be shared.



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10:30 – 11:45AM Session 4A – continued

Locating Future EV Charging Infrastructure to Meet Traffic Demand – a Network Optimization Approach

Speaker: Scott Robinson, Navigant

Vehicle electrification is possibly the single most transformational process in the utility industry today. As battery technology continues to improve, driving costs down and performance up through economies of scale, and new battery electric vehicles (BEVs) roll out, customer adoption is expected to increase rapidly over the next 10-20 years. Although roughly 80% of electric vehicle charging happens in the home, the use of public stations to supplement charging is important to increasing market penetration. Due to the potential impacts of highly utilized public stations along popular travel, as well as the increased revenue associated with optimal siting, it is important to know where these should be built. Example optimization results within an interactive GIS web application will be presented. This GIS app will be accessible to attendees through a public URL, and allow zooming, panning, and filtering.

How to Keep Your Cool and Avoid the Glares, Automatically

Speaker: Emily Phan-Gruber, Attachments Energy Rating Council

Energy efficient and automated window attachments are an opportunity for homeowners to optimize their home's comfort and controllability, while saving money on their utility bills and achieving the desired aesthetic. Windows make up 30% of a typical home's heating and cooling energy, and window attachment products offer a significant savings opportunity. Automated window attachments offer savings and greater control for consumers and can be incorporated into Smart or High-Performing homes. Participants will be educated on the Attachments Energy Rating Council (AERC) ratings program, the research that Pacific Northwest National Laboratory has conducted on insulated shades and automated window coverings, and how utilities can leverage the AERC rating program and existing research to run successful pilot programs.

Delivering on the Promise of Intelligent Efficiency

Speaker: Dan Fredman, VEIC

As utilities seek to provide integrated energy services to customers, a new generation of home energy monitors have the potential to enhance customer engagement and drive deeper energy and demand savings. Advanced Residential Integrated Energy Solutions (ARIES) deployments pair energy data from internet-connected, high-frequency home energy monitors with customer engagement data from integrated app and longitudinal research panel surveys. The results: actionable insights for customers and new levels of visibility into energy impacts. ARIES pilots are testing the potential for this emerging class of products



to drive deep and persistent behavior savings through higher quality and more relevant information than what was possible in the past. Utilities will experience how to leverage big data and connected devices to provide additional value to customers, including equipment diagnostics, behavioral demand response, and customer trust.

10:30 – 11:45AM **Session 4: Marketing BrainFire**

Want to get outside and explore San Antonio, while solving some of our industry's thorniest marketing issues, all while networking, and having some fun? You're in luck.

You'll join a team of your Marketing colleagues and be let loose along the River Walk to compete in an app-based scavenger hunt. Your mission will be a mix of idea generation around topics sourced by the Marketing Topic Committee and locational-based challenges—and we'll be sharing it live on social media. Ready to set your brain on fire?

Prior registration is required to participate due to limited spaces. Already registered? Please meet on the 2nd level (near the atrium) no later than 10:25am. Signage will be there to help you find your way. We will depart at 10:30am sharp. Please download the Goosechase app onto your smartphone before arrival.

10:30 – 11:45AM **Session 4C: Gas (Panel) – Salon E**

Moderator: Trish Walker, Liberty Utilities

The Uphill Battle of High-Efficiency Gas Technology Market Transformation

Panelists: Ryan Kerr, Gas Technology Institute; Becky Walker, NEEA; and Holly Braun, NW Natural

Gas is cheap. So how do we drive forward high-efficiency gas technologies that result in gas energy savings? Learn about the first regional effort in the nation to accelerate the development and adoption of energy efficient gas technologies. The Northwest Energy Efficiency Alliance's (NEEA) natural gas portfolio delivers value to the Pacific Northwest region by discovering and supporting the development of efficient natural gas technologies, creating the conditions for market adoption and influencing more efficient codes and standards. Panelists will discuss promising technologies such as condensing rooftop units and gas-fired heat pump water heaters, and will also dive into products that have provided challenges, including gas fireplaces and gas-fired clothes dryers. You will be introduced to the market transformation strategy, process, and resulting technologies that utilities can leverage in their own gas incentive programs.

Wednesday, January 23, 2019 – continued

10:30 – 11:45AM Session 4D: Learning Lab – Data – Conference 1-2

Your Data Started as Human: Uncovering Errors and Biases by Understanding the Human Processes through which Data is Produced and Translated

Speakers: Amanda Dwelley, Illume Advising; and Alex Dunn, Illume Advising

The resources we have for data-driven decision making are increasing, including the data itself. Much of the data used in our industry is recorded through seemingly-automated processes (e.g., program tracking data, utility customer data, billing data, thermostat data, demographics and business characteristics). While this information may appear standardized in a database, the decisions involved in recording, coding and structuring data are very human processes. Our data is not as objective as we think! This leaves room for error, bias and “drift” from the original meaning. In this workshop, attendees will work in small groups to think critically about what biases data may have based on where and how it was generated. Attendees will then ideate on how to improve data processes and analysis at the touchpoints that utilities and programs control. Through this critical-thinking process, attendees will learn how to question the data they see, and acquire skills for improving data quality, analysis and decision-making in light of the “human” nature of data.

11:45AM- 1:15PM

Networking Lunch in Expo Hall – Salons G-M

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NOON – 1PM

Chapter Lunch Meetings

Check signage or the app for room assignments

12:30 – 1PM

Cupcake Dash

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1:15 – 2:15PM

Session 5A: Voice/Smart Home – Salon B***Hey Alexa!*****Moderator: Essie Snell, E Source****The Rise of Smart Speakers and Virtual Assistants****Speakers: William Ellis, Pepco; Scott Burns, Reliant Energy; and Chad Gilhoi, Xcel Energy**

Smart speakers have become one of the most quickly-adopted consumer electronic devices ever, and virtual assistants like Alexa and Google Assistant are rapidly spreading into more and more smart devices. For utilities, there are myriad potential benefits that could be realized by engaging with these new platforms, from energy efficiency and load shifting to improved customer experience and marketing. Come hear from several leading utilities to learn what they're working on and how utilities might best leverage smart speakers and virtual assistants going forward!

1:15 – 2:15PM

Session 5B: Energy Storage (Panel) – Salon D**Moderator: Rob Chapman, EPRI****It's an Energy Storage Roundup, you don't want to miss!
We have Lassoed up a Panel of Experts to discuss how
Energy Storage is working for Utilities.****Panelists: Juan Rodriguez, ComEd; Dale Harris, TVA; and
Abhishek Jaiswal, APS**

The economics of energy storage projects are becoming increasingly attractive for utilities and their customers, whether for commercial and industrial applications, or grid-scale projects including microgrids and renewable integration. This panel will bring together utilities that have installed energy storage projects, and will be an open forum to discuss what's available and what's coming down the pipeline. We'll examine five growing applications for energy storage that utilities are increasingly adopting:

1. Demand management for commercial & industrial customers.
2. Renewable energy integration.
3. Microgrids.
4. Demand response.
5. T&D deferral.

Wednesday, January 23, 2019 – continued

1:15 – 2:15PM

Session 5C: Midstream (Panel) – Salon E

Moderator: Maci McDaniel, ICF

Mmm Mmm Midstream – Sharing the Secret Sauce

Panelists: Cheryl Bowman, CenterPoint Energy; Jeff Jerome, BGE and Sue Forcier, Niagara Peninsula Energy Inc.

Three utilities will answer your burning questions about delivering midstream programs. Learn what spurred their decision to pursue a midstream program, their successes and challenges, and how their program has evolved. The programs covered in this panel include:

- CenterPoint Energy’s Energy Efficiency Distributor Program which has evolved over the past 15 years to an approach that employs the best attributes of midstream and downstream programs. The program offers instant rebates for 16-21+ SEER A/C systems and pool pumps.
- BGE’s Instant Lighting Discounts launched in 2015 for commercial and small business customers specifically targets the maintenance, repair, and operations lighting market through an easy-to-participate midstream model.
- Niagara Peninsula Energy Inc. leads the AgriPump Rebate Program, which is a regional midstream program in Ontario, Canada. The program, launched in March 2018, offers instant rebates to agricultural customers purchasing high efficiency pumps and VFDs.

1:15 – 2:15PM

Session 5D: Learning Lab – Emotion-based Marketing – Conference 1-2

Want to Drive Customer Behavioral Change? Get Emotional.

Speakers: Cindy Sargent, Brainspur; Brie Gutmann, Nexant and Shelly Dolbeer, Nexant

What do Nike, Apple, Coke and Google have in common? The ability to make us feel through emotion-driven marketing that resonates on a deeper, more intuitive level. As most consumer decisions are made based on emotion, there’s no reason the same principles employed by the big brands can’t apply to utilities selling energy efficiency programs, products or behavioral changes. This hands-on lab will give you practical tools for adding some drama to your customer data that will make marketing messages more powerful and meaningful, so you can kick-start real-world adoption of these ideas for success over the long run.

2:15 – 3PM

**Networking Break in Expo Hall
– Salons G-M**

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3 – 4PM

Session 6A: C&I Energy Business Models and Technologies (Panel) – Salon B**Moderator: Kevin Woodbury, Fortis BC****Innovation Should Not be Considered a 4-letter Word; Emerging Technologies in a Utility World****Panelists: John McLean, Greenlots; Matt Bosch, SparkFund; and Dain Nestel, ecobee**

There's no denying that utilities realize the need for innovation in their business. The sector is evolving at unparalleled pace, requiring that companies keep up with emerging technology and plan for how that can propel them forward. Market disruptors like automation, IoT and DERs are quickly changing the landscape. While demonstration projects can help, often the timeline for implementation means that the pace isn't moving as quickly as it needs to. By the time results come in, the industry has already moved forward and the learnings seem out of date and aged. So, how can utilities be at the table, supporting growth and innovation while remaining focused on delivering safe and reliable electricity? Attend this session and learn how.

3 – 4PM

Session 6B: Truth Bombs – Salon D**Moderator: Kristi (KJ) Kezar, Honeywell****I've Always Wanted to Ask...Straight Talk on DSM Programs (#TruthBombs)****Speakers: Katherine Johnson, Johnson Consulting Group; Greg Thomas, Performance Systems Development; Val Jensen, ComEd and Lance Escue, Leidos Engineering**

There are numerous topics, questions, comments that circulate throughout the DSM universe regarding evaluation of programs that never get openly addressed. Typically there isn't a forum in which it is appropriate to question the validity of long-accepted practices or the judgment of a well-respected professional with decades of experience. This is especially true when conversations take place in the presence of clients whose decisions can have significant economic impacts on involved organizations. However, these social proprieties, while well-intentioned, may be masking the need for significant updates in the ways we review and evaluate DSM programs in light of technology gains and stronger focus on customer engagement goals. Bring your straight talk and your bold questions!



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Multi Power!

Moderator: Marta Schantz, The Urban Land Institute

Building a Great Multi family Program - an Industry Insider Perspective

Speakers: Yeye Zhang, Nest (Google) and Susie Maglich, Avalon Bay

What does one of the nation's leading multifamily building owners and smart home technology providers view as the key success elements of a utility multifamily program? Hear from Avalon Bay and Google about how they evaluate utility programs for participation and the benefits of offering smart home technologies to residents.

Putting People Back into the Equation: Cultural and Demographic Factors and Multifamily Energy Use

Speaker: Stephanie Berkland, TRC Energy Services

Currently, one-third of Californians live in multifamily housing, and that percentage is on an upward trend. However, to-date little research on multifamily energy patterns and cultural factors exists. With changing demographics in the state, may influence energy use and preferences for energy efficiency; and how that may impact energy efficiency programs. Funded by the California Energy Commission and in partnership with PG&E, TRC studied how cultural and demographic factors correlate with multifamily tenants' electric energy use patterns. Through tenant surveys and interval meter data analytics this study is investigating the who, what, and why of variations in multifamily energy use patterns.

Using Data to Reach New Frontiers

Speakers: Alex Novie, Energy Trust of Oregon and Kevin Horan, Lockheed Martin Energy

Energy Trust of Oregon's Multifamily Program takes a comprehensive whole-building approach to securing energy savings in multifamily properties across a range of market sectors. In recent years, Energy Trust has developed strategies to leverage a range of internal and third-party data sets to identify new customers in rural Oregon and in various multifamily market segments with historically low participation rates. Hear about these data sources and strategies, as well as the story of how the Program team analyzed participation and market data to identify key areas of opportunity and deployed a marketing strategy with targeted tools and tailored messaging.



3 – 4PM

Session 6D: Learning Lab – Implementation – Conference 1-2
Flying Cars and Receding Coastlines: Planning for tomorrow
Speakers: Karen Germain, DNV GL and Wesley Whited, DNV GL

It's predicted that children born today will be part of a society that will finally witness the science fiction lover's dream come true: flying (autonomous and electric) cars. Along with this, the grid and the infrastructure it serves as we know it will also go through significant changes, becoming smarter and more integrated. What elements should we start building into our utility energy programs now, to support the radical technological and environmental changes that we'll be seeing later this century? Join us in this engaging, open-audience discussion, to see what different regions in the US are doing to plan for tomorrow. The session will begin with an overview of industry trends and latest technologies, as well as some scenarios utilities may be faced with in the future based on recent industry research. The audience will then be broken into three groups based on the US NERC interconnection regions: Western, Eastern, and Texas. Each group will receive a deck of cards featuring some of the technologies, strategies, and scenarios discussed in the beginning, as well as a blank card if they wanted to add something new. The groups will have 20 minutes to answer provided questions. Each group will be asked to pick 1-2 speakers and give a 5-minute presentation on their findings, followed by 5 minutes of open discussion after each presentation.

4:15 – 5PM


UtilitiesConnect (UTILITIES-ONLY) – Salon B

Special session for attendees who work in a utility company only.

PITCH A PILOT

Looking for new ideas for pilots, or just curious of what new technologies or deployment strategies are out there? Then you'll enjoy this utilities-only session. Presenters have 10 minutes to "pitch" their idea, but unlike "Shark Tank" you are not expected to invest a million dollars! If you like an idea, feel free to continue the conversation offline with the presenter.

Is There a Sustainable Way to Reduce the Growing Energy Bill for Air Conditioning our Homes and Apartments?
Speaker: Jim Wiese, Nature's Cooling Solutions

Natural cooling is based on a simple concept commonly referred to as free cooling. A building saves air conditioning energy by using cool outside air as a means of cooling the indoor space. It's available whenever the outside air temperature and humidity are less than the indoor space. An economizer is the device that makes this possible. It automatically switches back and forth between outside air and compressor driven air

UtilitiesConnect (UTILITIES-ONLY) – continued

conditioning. Its function is to maximize the benefit of cool night temperatures and free cooling. The technology is not new. It's been used for decades in commercial buildings but has failed to gain traction in residential applications. We believe that there is a way to make economizers cost effective for residential applications and that the solution can be rapidly adopted, for existing homes and apartments. The key is to decouple the economizer from the air conditioning system. The controls will automatically and conveniently switch the cooling modes between AC and a remote ventilation system. This solution eliminates the cost and complexity of integrating an economizer with the various types of central systems, a problem that has limited the success of previous residential economizers. The savings potential is huge! The annual energy spend for residential summer cooling is a whopping \$29 billion! The whole house fan industry estimates that ventilation cooling can provide AC savings in the range of 30% to 90% depending on the climate zone. Wow! The savings potential is in the billions of dollars per year!

Empower First - A Comprehensive Income-Based Energy Equity Solution

Speaker: Sabrina Cowden, Milepost Consulting

Utilities are struggling with how to best help their low-income customers. High electric bills during seasonal extremes can mean choosing between groceries and electricity for some families. The traditional utility solution to this puzzle has been to offer bill assistance or a financing product to help fund energy upgrades. These traditional solutions have not been widely used in the low-income population. Utilities are in an increasingly competitive environment and are being asked to get more from less budget. This makes the expense factor of addressing low income populations frustrating for the utility. So how should utilities address low-income energy efficiency in a meaningful way? The answer is a double paradigm shift around this unique group of customers - changing the way utilities think about funding programs and the relationship with low income customers. Our solution, Empower First, is a new approach that encompasses both paradigm shifts to address the needs of low-income customers and the utilities who serve them. Empower First is a customer-oriented solution that combines service best practices in a way that makes business sense for utilities. The concept centers around four core components: energy budget and management program, EE audit and investment in the home, energy education and demand response integration for the HVAC system and electric water heater. We wrap these four core concepts in a dose of customer-centric delivery, leveraging existing trusted community partners and technology while tailoring implementation to meet each utility's unique needs.



Smart Thermostat Instant Install Program

Speaker: Erin Elmiger, Threshold – We Open Doors

We'll discuss a program that was specifically created in 2015 for the "income eligible" (IE) demographic. It addresses both the impracticality of marketing to this sector through traditional tactics such as direct mail or telemarketing, as well as the costly inefficiencies created from trying to deploy a traditional installation approach. Traditional marketing tactics might work early on to "cream" the market, but they lose any cost effectiveness over time, resulting in low response rates with unpredictable, diminished campaign participation and high acquisition costs. This program addresses the concerns of routing, scheduling, customer cancels, no-shows and wasted truck rolls, all of which are amplified in the IE sector, by offering an instant install of the device. If the customer is not able to have the device installed at that time, they are offered a convenient schedule date within 72 hours. Current practices typically include two or three different vendors or points of contact to implement a campaign of this nature. Streamlining is critical for success in reaching the IE sector.

Pre-Enabled Thermal Storage Via Heat Pump Water Heaters

Speaker: Stephanie Berkland, TRC

Thermal storage with demand response capabilities via heat pump water heaters is a concept many utilities have begun piloting and is starting to gain traction. Several utilities across the nation including Portland General Electric, Sacramento Municipal Utility District, and Duke Energy are piloting demand response-enabled controls in heat pump water heaters through retrofit applications. Retrofit applications of such technologies are often difficult to show large market adoption due to end-user education and retrofitting an existing, functioning system. This pilot program will reposition the point when demand response-enabled controls are introduced to the end user through an upstream/direct-install program. The program would partner with manufacturers to develop heat pump water heaters with demand response-enabled control systems built into the heaters, prior to installation. Thus, allowing minimal disturbance to residents when installing a new water heater, and reducing the cost of equipment with controls pre-installed during manufacturing. Additionally, to optimize the demand response capabilities, a thermostatic mixing valve is put in place during installation to allow for overheating. This program would also automatically enroll customers in utility demand response programs allowing utilities to control the system as needed, resulting in higher realization rates for utilities, and ease of participation for residents. This program would target new installations and existing electric resistance water heaters nearing end of life.



All Day Coffee/Tea Sponsored by



Wednesday, January 23, 2019 – continued

4:15 – 5PM

Professional Development Session – Conference 1-2

PSA. Calling All Vendors. RFP Response Do's and Don'ts.

If you do business in this industry you have probably had some exposure to a Request for Proposal (RFP). RFPs are the primary method for utilities to procure products and services from vendors. But for most vendors, the win rate is pretty low. Hear directly from utilities on how you can be more successful in your responses. Hear the do's and don'ts, best practices and lessons learned. Walk away with insights on how utilities really think.

5:30 – 7:30PM

Special Event: Boot Stompin' Party at The LDR

The LDR is an amazing indoor-outdoor venue on the famed San Antonio Riverwalk and “The Grotto” is where “a river runs through it.” Come enjoy delicious local Southwestern fare including a “gordita station,” live Country Western music, dash & draw artists and a trick roper!

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Make sure you wear your badge.



Thursday, January 24, 2019

8:15AM – NOON **Registration Desk open**

8:15AM – 9:15AM **Networking Breakfast – Salon E**

8:15AM – NOON **Poster Presentations – Salon E**

Get “on board” with this new learning experience. We have curated a list of thought-provoking new developments in policy, utility business and technology that you need to know about and condensed all the facts into one convenient poster. Read about them at your own pace, then engage with the authors of the posters who will be there to answer your questions and engage in one-on-one discussion on the topic.

Canada’s “Energy Province” Introduces a Carbon Levy and Comprehensive GHG Reduction Programs

Presenter: Allison Donnelly, ERS

The province that is home to Canada’s petroleum industry has been a holdout for energy efficiency programs; introducing their first efforts in 2017. But, with a flurry of recent activity, Alberta has leapt to the forefront with an innovative set of programs that address GHG emissions. Whereas the success of most established efficiency programs in the U.S. and Canada are measured against customer cost savings, Energy Efficiency Alberta (EEA) and the Alberta Energy Ministry have established GHG emissions reduction goals as the key performance indicators. Alberta’s Climate Leadership Plan, established in late 2015, committed the province to reinvest all revenue from a carbon levy into Alberta’s economy, supporting energy efficiency and clean energy programs to reduce GHG emissions and promote green jobs. In addition to calculating the GHG impacts of electric and natural gas efficiency measures, a comprehensive set of measures address direct emissions at the source, paying incentives for limiting the escape of fossil fuel vapors, and converting industrial processes at oil and gas extraction, processing, and pumping facilities, from site based natural gas and fuel combustion to both photovoltaic (PV) solar generated, and grid electricity.

Non-Wires Cost Recovery: Follow the Money

Presenter: Kenneth Skinner, Integral Analytics

As energy costs increase, environmental issues rise in importance and conservation technologies improve, non-wires alternatives including energy efficiency, demand response, distributed renewable, and other distributed energy programs are becoming an important part of our national energy strategy. However, pursuit of these programs can have serious financial impacts on utility revenues and earnings. State regulatory agencies have implemented several approaches to reward utilities for their pursuit of cost effective energy efficiency. This poster will illustrate the economic foundation for the justification of EE, DR, DG, PV, Storage and other non-wires programs; provide descriptions of regulatory recovery

Poster Presentations – continued

mechanisms and their respective treatment of expenditures, lost revenues, and incentives; review the relationships of the mechanisms to avoided costs; provide an understanding of the linkages across the mechanisms; and present strategies useful in selecting a recovery mechanism.

The Silent Majority - Unplugged and Unhinged

Presenter: Jeff Ihnen, Michaels Energy

The DSM industry is fraught with whiffs, drips, errors, warts, unicorns, and Potemkin Villages. Don't get me wrong. Some things are ok. Our industry wants demand side resources to compete with supply side resources. To do that, our industry needs to get its act together. For instance, attribution studies have taken a life of their own in many jurisdictions. In some jurisdictions, impacts are reduced and utilities punished for high levels of free ridership; yet there is no financial consequence for overbuilding supply-side resources (free rider). In another example, utilities or states are required to go to great length and expense to determine technical, economic, and market potential for energy and demand savings. The ruler or French curve (template used to draw a wide array of curves) is used in the process to extrapolate what has been happening and projecting that to future years. This is either incorporated into the derivation of potential study, with the results reverse engineered, or it overwrites the potential study after it has been delivered. In a final example, demand side management programs must pass a gauntlet of cost and benefit tests which do not compare the cost of demand resources to supply resources. Instead, they compare bizarre combinations of revenues and costs split between participants, non-participants, utilities, plus externalities. Why isn't the cost of efficiency compared to the cost of supply, like the cost of a nuclear kWh is compared to a solar / natural gas kWh?

Is there a Sustainable way to Reduce the growing Energy Bill for Air Conditioning our Homes and Apartments?

Presenter: Jim Wiese, Nature's Cooling Solutions

Natural cooling is based on a simple concept commonly referred to as free cooling. A building saves air conditioning energy by using cool outside air as a means of cooling the indoor space. It's available whenever the outside air temperature and humidity are less than the indoor space. An economizer is the device that makes this possible. It automatically switches back and forth between outside air and compressor driven air conditioning. Its function is to maximize the benefit of cool night temperatures and free cooling. The technology is not new. It's been used for decades in commercial buildings but has failed to gain traction in residential applications. We believe that there is a way to make economizers



cost effective for residential applications and that the solution can be rapidly adopted for existing homes and apartments. The key is to decouple the economizer from the air conditioning system. The controls will automatically and conveniently switch the cooling modes between AC and a remote ventilation system. This solution eliminates the cost and complexity of integrating an economizer with the various types of central systems, a problem that has limited the success of previous residential economizers. The savings potential is huge! The annual energy spend for residential summer cooling is a whopping \$29 billion! The whole house fan industry estimates that ventilation cooling can provide AC savings in the range of 30% to 90% depending on the climate zone. Wow! The savings potential is in the billions of dollars per year!

Designing and Rolling Out a New Process – Residential Retail Products Program

Presenters: Michael Lauchaire, Central Hudson; Brittany Hightower-Pfeil, Recleim; and Briana Bracamonte, Tucson Electric Power

This poster illustrates one of the capstone projects completed as part of AESP's Certificate of Excellence in DSM Program Management. This project describes how to roll out a new process with utility retail partners that would increase investment in the training of retail management and store associates. The new process is designed to strengthen the relationship between the utility and retail partners to increase customers' awareness of the program offerings and increase attribution levels for the utility. The utility representative would utilize in store training sessions, offer tip cards to associates on how best to offer the program, and participate in store events to promote the program on behalf of the utility. Stop by to hear about the Certificate of Excellence and what the team learned and applied while completing their project.

Are you Connected? What you need to know to inform Policy, Program Design and Customer Engagement for Connected Devices

Presenter: Drew Blumenthal, Opinion Dynamics

Connected devices constitute an emerging opportunity to support energy efficiency, demand response, distributed energy resource, and future utility business models. The Internet of Things and Bring Your Own Device business models are driving a proliferation of connected devices (such as thermostats, pool pumps, electric vehicles and load controllers) into customer homes. With the opportunity to connect, what should we keep in mind from a policy, program design and customer engagement perspective? This poster will illustrate what types of technologies are available, the drivers and barriers of adopting connecting devices, and who are purchasing these devices today and in the future. In addition, we will discuss survey results that show the "digital divide" between low-income respondents and non-low income respondents when participating in connected devices programs.

Thursday, January 24, 2019 – continued

9:15 – 10:15AM **Session 7A: Supplier Diversity Forum 1: Supplier Perspectives (Panel) – Salon B**

Moderator: Steve Baab, DNV GL

Panelists: Mark Sebree, Franklin Energy; Bobby Robertson, Client Confidant; Marvelene Jones, Exelon; Karen Box, Southwest Minority Supplier Development Council (SMSDC); and Karin Cozzi, DTE

Join this unique session which focuses on supplier diversity and includes electric utilities, a prime contractor in the energy industry, a diverse small business in energy efficiency, and a certifying agency. Utilities will share what they REALLY want; learn how to partner with other companies to win contracts; and understand what it takes to become a certified supplier. You will engage with large suppliers looking for diverse companies, understand the unique nuances of utility proposals and how to respond; and gain clarity on how to navigate through the maze of certifying your company. You are encouraged to ask questions and get insider tips on how to succeed in this industry.

9:15 – 10:15AM **Session 7B: Strategic Partnership Session Integrated Demand-Side Management: The Next Frontier – Salon D**

Moderator: Dave Hyland, Zen Ecosystems

Speakers: Griffin Reilly, Con Edison and Greg Wikler, Navigant

In response to rapid changes to grid conditions and policy mandates, utilities and implementers are beginning to embrace far broader applications of energy efficiency and demand response programs. This embrace is necessitating taking a more integrated approach to how these programs are being designed and delivered. According to the Lawrence Berkeley National Lab, Integrated Demand-side Management (IDSM) is a strategic approach that helps in designing and delivering a portfolio of demand-side management (DSM) programs to customers. While DSM programs have been in place for many years, the IDSM concept is only now beginning to pick up steam and is receiving a significant amount of attention. AESP and PLMA have collaborated to begin exploring what IDSM is and how best to implement many of the IDSM concepts. Explore several IDSM issues with experts in the field with an aim toward helping the industry gain a better understanding of IDSM.

**9:15 – 10:15AM Session 7G: Live InFocus – Salon G**

Want to know more about the varied products and services available to you and your company? Stop in to this unique LIVE! InFocus sessions that will feature vendors sharing their solutions, ideas, tips and techniques. Positioned as a 'speed dating' session, you will have a rare opportunity to gather the latest information and insights on innovative companies delivering the solutions you need now. In 10-minute increments, you can listen to fast-paced presentations from the companies that interest you most. So make it a point to attend this session, hear what industry and consultants are doing, about the markets they serve and the successes they will share.

Technology

- Agentis
- EnergySavvy
- EnergyX Solutions
- MaxLite

Implementation

- AEG
- CLEARresult
- Evergreen Consulting
- Reclim

Planning, Engineering and Evaluation

- ADM
- Burman Energy
- GDS Associates
- Tierra Resource Consultants

Marketing and Research

- Brainspur
- C+C
- Economic Development Research Group
- Flynn Wright

10:15 – 10:45AM Networking Refreshment Break – Salon E**Sponsored by**

Thursday, January 24, 2019 – continued

10:45AM – NOON **Session 8A: Supplier Diversity Forum 2: Expand Your Network – Salon B**

Networking with a twist

Here is where you will have the unique opportunity to meet with the stakeholders in Supplier Diversity. You will learn about the breadth and depth of knowledge that small suppliers bring to our industry. You will also network with senior level staff from utilities, large and small implementers and certification bodies. Go home armed with new knowledge and business cards to develop future relationships and partnerships.

10:45AM – NOON **Session 8B: Non-Wire DER Grid Source – Salon D**

There's never TMI on DER, TOU and NWA

Moderator: Justin Chamberlain, CPS Energy

Ten Non-Wires Alternatives Projects Worth Watching

Speaker: Tiger Adolf, PLMA

Discover key considerations from 10 leading non-wires-alternatives (NWA) projects that are deferring the need for traditional electric grid infrastructure upgrades. The 10 projects include a cross-representation by size, geography, and primary drivers as well as varying technology approaches (e.g., renewable and other distributed generation, demand response, and energy efficiency). The speaker will share the latest insights from this joint research effort and delve into key NWA efforts taking place across the country.

Are Time-of-Use Rates the Perfect Match for Behind-the-Meter Energy Storage?

Speaker: Pragatheeswaran Meyyappan, ERS

There is a growing focus on battery energy storage systems as a distributed energy resource (DER) that can directly reduce customer energy costs while also being leveraged by grid operators to relieve congestion and defer transmission upgrades. The speaker will examine how a battery system's rate of return is affected by various rate structures, including a novel standby rate pilot from Con Edison that uses network-based demand windows to align a facility's economic desire to trim demand during coincident peak periods. The speaker will discuss the effect on project economics from combining

- 1) customer electric bill savings from peak shaving with
- 2) revenue from participation in demand response programs sponsored by utilities and independent system operators.



DERiving Your DER Strategy: Designing Programs to Meet Customer and Grid

Speakers: Tom Hines, Tierra Resource Consultants; and Debbie Lindeman, TEP

Customer adoption of DERs creates challenges for utility planners and distribution system operators, but utilities can turn these into opportunities by designing programs that align grid needs with customer interests in a way that simultaneously drives beneficial system load shapes, and engages and delights customers. Doing so requires a granular planning process that considers each DER technology in terms of a full range of potential customer use cases and their associated hourly load shape impacts. The process must also consider different incentive structures and time of use or demand-based rates that can influence customer adoption and use of DER technologies to provide customer savings opportunities and drive utility load shape objectives. It's also essential to address how DER solutions will be delivered to customers and what outreach and education is needed to ensure they work as intended. This presentation will discuss how growing DER adoption is impacting customers, and how utilities can work with customers and trade allies to develop win-win programs that retain the best of traditional EE while integrating new DER opportunities, such as demand response, load shifting, and storage. As examples, we will discuss recent DER strategy work with Arizona Public Service Company and Tucson Electric Power.

The Changing Energy Landscape and the Empowered Consumer

Speaker: Carrie Aloussis, IESO

Distributed energy resources are rapidly changing the energy infrastructure landscape, as they have an impact on both grid operations and customer relationships. The Independent Electricity System Operator (IESO) will share its experiences with non-wire alternatives and their impacts on planning and system operations. The IESO will also discuss how it is evolving and enabling innovation to adapt to these changes to ensure a reliable and affordable supply of electricity for the province of Ontario.

10:45AM – NOON Session 8G: Low Income – Salon G

Funny, impactful, or educational: What works in reaching out to hard to reach customers?

Speakers: Ann Fracas, Apogee; Sarah Colvin, ecobee; Kristol Simms, Ameren Illinois; Brittney Pietro, National Grid; Sarah Schaffer, CenterPoint Energy; Kent Tomlinson, SWEPCO; and Lisa Pfitzinger, Black Hills Energy

With customer engagement, program design/delivery, and technology in mind, what works best in your utility? Hear what CenterPoint, National Grid, SWEPCO, Black Hills Energy, and Ameren are doing then share your stories and help your peers better serve hard to reach customers. This lively round robin session will give you an opportunity to work on these three topics as you travel from one table to the next. The guest speakers will share their experience then judge the most compelling and funny stories. You are sure to hear some great stories, walk away with new approaches, and will be sent a summary of what was shared after the conference. Prizes will be awarded!

NOON – 1:30PM

Lunch and Closing Plenary Session – Salon E

Regional Update from SPEER

Speaker: Christine Herbert, Executive Director, SPEER

CPS Energy's Flexible Path to Integrating New Technologies and Renewables

Speaker: Paula Gold-Williams, President & CEO, CPS Energy

Flexible Path is a full reboot of how CPS Energy plans for, develops and installs new energy sources going forward. This path will give CPS real and actionable flexibility to integrate additional renewables and new technologies like energy storage into its portfolio. It will also provide the ability to leverage existing community-owned assets to adopt new technologies. More importantly, Flexible Path allows CPS to further embrace distributed generation, reduce carbon emissions over the next two decades and to focus on delivery at an affordable price.

1:30PM

Conference adjourns.