



Monday's Plenary: Taking Economics Seriously In U.S. Energy Policy



**Severin Borenstein,
Economist, U.C. Berkeley**

"We face a series of energy challenges," said Monday's plenary speaker, economist Severin Borenstein of the Haas School of Business at U.C. Berkeley, and Monday night's plenary speaker. He is often called to speak to groups about these challenges when energy prices are high, and he is less

popular as a speaker when prices go down. To individuals, high energy prices are a problem, but this doesn't represent a market failure according to him. Market failures exist when the price of oil does not reflect the real macroeconomic, geopolitical, and environmental costs associated with its purchase and use.

In the United States, we import two-thirds of our oil from other countries, many that are not interested in our mutual well-being, and many whose leaders use oil revenue to enrich themselves and oppress their people. We sometimes go to war with these countries. And our dependence on fossil fuels such as oil is degrading our environment.

So what is a government to do? The best choice according to Borenstein, is to tax "brown" energy, energy that costs us too much environmentally and in the other ways mentioned above. But people want their oil and gas cheap, and there is no political will to initiate carbon taxes right now in the United States or elsewhere. So the second best choice, which is the best choice in these circumstances, is to use information, regulation, and subsidies for green energy and green jobs. The trick is to know in what circumstances to apply what solution, and how to apply that solution.

Information can empower consumers to make better choices, but in some situations limiting consumer choice through regulation and standards is the better choice. Borenstein used the example of baby food. No one wants to choose between baby food certified fit for human consumption and the other kind. And subsidies can be good, but not subsidies that artificially

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The Legislative Clock Is Running Out on Federal Energy Policy

As we congregate at Summer Study 2010 with much of the year behind us, it is unclear whether some of the major federal energy efficiency policy priorities that ACEEE and the energy efficiency community have been working on will be enacted into law. Our priorities include a federal energy efficiency resource standard (EERS), new federal appliance standards and building code requirements, and allocation of a portion of greenhouse-gas cap-and-trade revenues to state and utility energy efficiency programs. With a highly charged political environment—especially in the Senate—major climate and energy legislation was put in line behind health care, financial regulatory reform, stimulus initiatives, and a Supreme Court nomination. As of this writing, nothing has passed the Senate and the legislative clock is running out.



**Suzanne Watson,
ACEEE Energy Policy
Director**

Although there is still talk of a September energy bill, it will likely be pared down to just a few provisions. The Home Star residential retrofit program is likely to be included; a renewable and energy efficiency standard is on the cusp; and there is a glimmer of hope for adding a few other non-controversial initiatives such as consensus appliance standard provisions and new building code targets. If the Senate does pass energy legislation, the Senate Conference Committee will work out differences with legislation previously passed by the House of Representatives, which included many good energy efficiency provisions. Federal action on tax incentives is another area with some potential for good energy efficiency outcomes. Several legislative vehicles currently exist to extend and improve the residential and commercial-sector tax incentives for efficiency; ACEEE and its partners will push on that front as the year winds to a legislative close.

November mid-term elections create a big unknown in terms of moving ahead in 2011, but we expect that energy efficiency items with bipartisan support can be enacted next year. However, enacting climate legislation will be very difficult in 2011; therefore, the focus on climate legislation is likely to return to the states.

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Monday Plenary, continued

favor one technology over another. Subsidies that attempt to pick a winner would only work if at the stage of research and development some government official could reliably know which technologies will survive the “valley of death” and make it successfully to the market. But government support of certain research and development that could have broad application in the market is good. Borenstein used the example of PV. The technology has matured through its infancy as part of the NASA space program, and through advances in integrated circuit, or “chip” design that took place largely through private companies in Silicon Valley.

Borenstein calls himself cynical. Maybe it is better to call him a realist—a very knowledgeable and articulate realist, who people in charge of government energy policy should listen to.

The Legislative Clock Is Running Out on Federal Energy Policy, continued

How energy efficiency policies can keep moving forward in challenging political times (post-election) is the focus of the ACEEE December 7-8, 2010 policy and analysis conference in D.C. entitled Energy Efficiency – Advancing Our Economy, Environment, and Security. For more information, read the flyer in your registration packet (“Upcoming Conferences”) and watch for updates on our Web site in the coming weeks.

ANNOUNCEMENTS

Job Opportunity

At an informal session Monday, plans to launch the Global Buildings Performance Network (GBPN) were announced. GBPN is a new member of the ClimateWorks family and is being established as a nonprofit organization that will work to mitigate greenhouse-gas emissions from the buildings sector. The GBPN’s first year agenda was discussed in a lively dialogue. Also discussed was the role of the Executive Director. The GBPN is currently seeking a committed and dedicated Executive Director with extensive experience in the buildings and energy efficiency field to lead the initial development and launch of the organization. A full position description is available on the ACEEE website and is posted on the job openings board in the Sand and Surf building (<http://aceee.org/about/jobs/executive-director-europe>). For more information, or copies of the session materials, please contact JT Keeley (jt.keeley@climateworks.org).

21st Century E-Learning: Panel 10 Session 2

Because the Acacia meeting room does not have Internet access, the two online demos (below) for this session will be presented Tuesday afternoon at the back of Merrill Hall (under the balcony).

- 1) Demo of the Stanford Research Institute (SRI) KUDD 3D browser-based e-learning platform. This is part of DOE’s effort to develop a browser-based National Training and Education Platform (NTEP).
- 2) Demo of Learn HVAC, Ver.2, an animated learning tool for HVAC systems in commercial buildings. A collaboration of Su.per.b. and LBNL, with funding from the Calif. Energy Commission and the National Science Foundation..

IEPEC Call for Abstracts for 2011 Conference

Get ready to write an abstract for the next International Energy Program Evaluation Conference - in Boston! Jim Mapp has copies at ACEEE or go to IEPEC website: www.iepec.org. you have some time. Deadline is Dec. 1, 2010.

Job Opportunity at Lawrence Berkeley National Laboratory (LBNL)

LBNL is seeking an [experienced](#) program evaluator - to work in LBNL’s DC office and to provide assistance to DOE/EERE on program evaluation. Job announcement is posted at Surf and Sand. Also, talk to Christopher Payne or Ed Vine to learn more about this wonderful opportunity.

Overflowing Panel 7

Panel 7 is moving to Merrill for the rest of the week beginning Tuesday. They had 40 seats and counted 100 people in one session and 135 in another. People were real troopers and helpful in fitting in that many people in the room.

Canadian Night

BC Hydro-PowerSmart will sponsor Canadian Night, hosted by Dennis & Pat Nelson. Candians & Canadian-born ACEEE attendees (and spouses) are invited to Dolphin Meeting Room 7:30-10pm Tuesday. Refreshments & snacks provided. Contact Dennis.nelson@bchydro.com for more info.

Got Something to Report?

The Grapevine Office has moved from room 509 in the Pirates’ Den to Surf and Sand. Drop by or email them by 3:30 pm to twhite@homeenergy.org.

PANEL 12: DISPLAYS & POSTERS

Tuesday, August 17

4:00 pm - 6:00 pm

All Displays and Posters are located in MERRILL HALL

Towards Energy Efficiency in Office Buildings within the Lagos Metropolis
Babajide Adekola

Bringing the Commercial Buildings Sector Under One Roof: Mobilizing Broad Stakeholder Collaboration to Accelerate Market Transition to Net Zero Energy Kate Marks, National Association of State Energy Officials

Optimization of Ventilation Control Strategies in Multi-Zone HVAC Systems
Nabil Nassif, Florida Solar Energy Center

Achieving 50% Energy Savings for Medium Office Buildings Weimin Wang

Quantification of HVAC Maintenance Impacts and Their Role in Overall Commercial Building Performance
Ramin Faramarzi, Southern California Edison

Western Mass Saves - The Community Connect Web Platform Jonathan Edwards, SmartPower

Multifamily Sector Challenges and Solutions Christian Conkle, Energy Trust of Oregon

The Community Energy Challenge: Bringing Energy Conservation to Local Independent Businesses Emily Reisman, Sustainable Connections

Top Ten USA - Leading Consumers to the Best Norman Dean, TopTen USA

Automated Insulating Shutters Larry Kinney, Synergistic Building Technologies, Inc.

The Greening of Balboa Park – A Whole-Park, Sustainable, and Replicable Model
Julieann Summerford, Heschong Mahone Group

Simulating the Market Diffusion of Energy-Efficient Technologies Cory Welch, Navigant Consulting

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The E3T Framework: Fast-Tracking Efficiency Measure Development in the Pacific Northwest Jonathan Livingston, Livingston Energy Innovations, LLC

Picking the Right Analytical Driver to Tee Up to DSM Programs Smita Chandra, ICF International

Can Big Changes for the Role of Efficiency Support Energy Independence in the State of Hawaii? Jim Flanagan, James Flanagan Associates

Aiding Market Transformation: Program Participants and Consumer Connections
Courtney Owen, ICF International

How Much Does Household Behavior Count? Loren Lutzenhiser, Portland State University

Hands-On Demonstration of Learn HVAC - An Educational Software Tool Joseph Deringer, SuPerB

Residential Building Energy Optimization Tools: BEopt, BEopt-CA and BEopt-Ex Craig Christenson, National Renewable Energy Laboratory

Is 400 CFM Per Ton for Commercial RTUs Really Optimal? Reid Hart, Portland Energy Conservation, Inc.

The Cheap Skate Potential Study: Was Maine's Low Budget Potential Study a Model for Other Jurisdictions? Toben Galvin, Navigant Consulting

"Take It Outside...the Lab": Understanding In-Field Air Conditioning Efficiency and Diagnostic Measurements Changes Relative to Air Conditioning Maintenance
Jarred Metoyer, KEMA, Inc.

Programs and Strategies to Achieve All Available Cost-Effective Efficiency: Early Report on Bending the Curve in Massachusetts Paul Horowitz, PAH Associates

Building Systems for Education Damen Schuneman, Northshore School District

Popcorn and Carbon Nation

First screened at the Environmental Film Festival in Washington, DC this Spring, the film is gaining momentum and introducing Americans—who know even less than filmmaker Peter Byck did three years ago when he began shooting the 86-minute documentary—to the solutions to climate change.

Viewers will be inspired by the one-armed Cliff Etheredge, a West Texas Cotton Farmer who “single-handedly” renewed his economically depressed hometown into a Wind Farm success story. Read the full review at www.aceee.org/blog

Find out more about the film at www.carbonnation.tv.

30th Anniversary Activities

Come to Surf & Sand to enter the contests (participation is optional). All prizes will be awarded at the Thursday night dance party.

- “Walk the Talk” – At registration check-in, each Summer Study attendee received an ACEEE pedometer. The first person to log 30,000 steps (in honor of ACEEE’s 30th Anniversary) wins a prize. Also, the person with the highest recorded steps by noon on Thursday wins a prize.

- “Name that Camper” – Identify photos of Summer Study Campers taken over the last 30 years. Those with the most ID’d correctly win a prize (the top 3 winners will be selected).

- “XXX Hunting” – No, it’s not what you think! It’s a scavenger hunt to answer 30 trivia questions and find objects by noon on Thursday for a prize!

INFORMAL SESSIONS

2:00 pm - 4:00 pm

ZNE Policy and Finance Session
Peter Turnbull, PG&E (Acacia)

Spreadsheets vs. Databases, an IT and Program Perspective Bruce Benningfield, Benningfield Group (Chapel)

Residential End-Use Metering Review
Dennis Nelson, BC Hydro - Power Smart (Scripps)

An Industry Walks on Its Own - An Overview of the California Energy Efficiency Industry Council
Audrey Chang, California Energy Efficiency Industry Council (Evergreen)

What if we took users seriously?
Nicole Biggart, Alan Meier, Loren Lutzenhiser (S. Longview) (no a/v)

Between Building Operations and Occupants: Who's Complaining, Why, and What Difference Does It Make?
Mithra Moezzi, Portland State University (Marlin)

Understanding and Application of the revised ASRHAE Standard 100 Energy Efficiency in Existing Buildings
Michele Friedrich, PECO (Heather)

BPI, HERS, and HERS II Certification/Accreditation. What's it all mean?
Tiger Adolf, Building Performance Institute, Inc. (Kiln)

White Tags (certificates) and EERs: Hot Issues and Latest Results
Paolo Bertoldi, European Commission (Nautilus)

Capturing Maximum Savings and Market Effects from CFLs
Marci Sanders, D&R International (Oak Shelter)

Super Efficient Appliance and Equipment Deployment Initiative (SEAD): Status and Future Directions
Dr. Amol Phadke, Lawrence Berkeley National Laboratory (Sanderling)

Beyond Program Design: Best Practices for Implementing Successful Home Performance Programs in the Field
Julieann Summerford & Sophia Hartkopf, Hescong Mahone Group (Toyon)

Program Design and Financing Issues: a part of the "Launching Successful Community Energy Efficiency Programs" series
Steve Morgan, Clean Energy Solutions, Inc. (Dolphin)

Utility Energy Efficiency Programs and Policies in California: Recent Developments and Lessons for Others
Dian Grueneich, California Public Utilities Commission and Ralph Cavanagh, NRDC (Fred Farr Forum)

The Green Grid Utility Task Force- Energy Efficient Computing and Data Center Initiatives
Alan Rose, Intel Corporation and Corban Lester, Lockheed Martin Corporation (Triton)

Outcome-Based Energy Codes – What are they and how do you get there?
David Cohen, Northwest Energy Efficiency Alliance (Afterglow Living room) no a/v

Increasing Consistency in EM&V Methods and Energy Efficiency Reporting Protocols: The Latest on National, Regional and State Efforts
Julie Michals, Northeast Energy Efficiency Partnership (Embers Living Room) (no a/v)

Behavioral Programs/Behavior Change: Performance, Pitfalls, Progress, Potential and Directions
Lisa Skumatz, SERA and Teri Duncan, PECO (Hearth Living Room) (no a/v)

Looking into the Future; Assessing the long-term U.S. efficiency potential
Mathias Bell, Rocky Mountain Institute (N. Longview) (no a/v)

Canadian Policy Roundup: Residential Building
Jeff Lindberg (Manzanita 1) (no a/v)

EE Funding Sources: Are they disconnected? How do we move forward?
Monica Brett, SWEEP (Manzanita 2) (no a/v)

Clean Energy Works Portland- An in Depth view of the program delivery model
Diane Ferington, Energy Trust of Oregon and Dulane Moran Research Into Action, Inc. (Willow Inn 1) (no a/v)

How Smart Grid Can Provide Green Permanent EM&V
Luke Hermann (Willow Inn 2) (no a/v)



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BOX LUNCHES

Planning a lunch outing? If you'd like to order a box lunch for Thursday and/or Friday, sign up at least 48 hours in advance in the ACEEE Surf and Sand Office.