

Friday, August 21, 2014

ACEEE Summer Study at Asilomar, California

Energy Efficiency and Jobs: How You Count Counts



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If you're here at Asilomar, you already know that energy efficiency is a great thing. Whether we're talking about cutting pollution, reducing our exposure to the vagaries of international oil markets, or boosting productivity and economic growth, energy efficiency plays a central role in achieving a wide range of goals that we care about.

As ACEEE's (relatively) new chief economist, you can probably guess that my particular take on energy efficiency tends to focus on its economic

benefits, and with good reason. Since coming on board a year ago, first as a Visiting Fellow before joining full time, I've worked on economic analyses of two major pieces of federal policy that can turn investments in energy efficiency into billions of dollars of new growth and hundreds of thousands of jobs. The first of those policies, the Shaheen-Portman energy efficiency bill introduced last summer, would have created over 150,000 jobs by

2030. The second, the rulemaking pursuant to Section 111(d) of the Clean Air Act (also known as the Clean Power Plan) stands to create over 600,000 jobs by 2030. While Shaheen-Portman sadly died in Congress, 111(d) is alive and moving toward implementation.

As we can see, federal policy can use efficiency as a tremendous lever to create jobs and economic growth. At the state and local level, energy efficiency as a tool for economic development is, by necessity, equally important albeit on a smaller scale.

Particularly with the advent of the 2009 Recovery Act, we have seen state and local governments designing and implementing efficiency programs with the express intent of creating local jobs. The problem is that while we have gotten pretty good at making projections beforehand of how efficiency policies and programs can create jobs, we as an industry are not terribly good at figuring out how successful these programs have been after the fact.

Governors, mayors, county councils, and federal agencies that have funded local efficiency programs at least partially on

Continued on page 3

Environmental Management at Asilomar

Jill Heymsfield, Environmental Sustainability Coordinator at Asilomar Conference Grounds has a challenging job. She is charged with coordinating Aramark's (Asilomar's state park concessionaire) environmental management system, which conforms with the ISO 14001:2004 standard for environmental performance. ISO 14001 provides a framework for facilities to identify and mitigate the significant environmental impacts they impose. Asilomar is a Certified Green Business with the Monterey Bay Area Green Business program and holds the ISO 14001:2004 certification.

Jill identified energy, solid waste, water and purchasing as the categories encompassing Asilomar's primary environmental efforts. CFLs are being replaced with LEDs at a rate of 200/year. Asilomar boasts a 70% landfill diversion rate with food

scraps and to-go dining ware that are compostable at a nearby anaerobic digester. There they are converted into electricity and compost. All toilets (1.6 gal./flush), sinks (0.5 gpm), and shower heads (1.6 gpm) on site have been modified to conserve water, and signage reminds guests that water is an especially scarce and precious resource in Pacific Grove. Roughly seventy percent of Asilomar's produce is local (within 150 miles) and organic.

With assistance from energy auditors from PG&E, the local gas and electric utility, Asilomar has begun tracking energy use of its kitchen and dining facilities, including measurement of ventilation and air flows caused by the large range hoods and restored fireplaces. However there is little or no formal tracking of energy or water consumption by other buildings, or the

Continued on page 2

Environmental Management, cont.

efficacy of Aramark’s conservation and efficiency initiatives. In addition, there is as yet no framework to evaluate the facility’s yearly carbon footprint or identify opportunities for impact reduction. One specific opportunity noticed by the Grapevine staff is the replacement of the “old fashioned” Edison incandescent lamps in Hearst Social Hall’s lighting fixtures with aesthetically equivalent LED lamps, whose light efficacy is roughly 20 times higher (4 lumens/watt vs. 80 lumens/watt).



Energy Efficiency and Jobs, cont.

the promise that they would create jobs for the community are understandably asking for proof that the programs have been successful. The response has been something of a mixed bag using a wide range of methodologies and more definitions of the term “job” than I care to think about.

Not that we can blame anyone. In a word, this stuff is hard. Trying to verify direct jobs, indirect jobs, and induced jobs; net new jobs and gross old jobs; jobs supported, jobs created, jobs not lost, and locally based green full-time equivalent jobs could drive anyone to distraction.

While we can scratch our heads and laugh (a little), it is actually a serious problem. If we as an industry are going to promote energy efficiency as an engine of job creation, at some point we are going to find some way to justify our claims. While a common set of methodologies has evolved for job projections, we still lack a common methodology for verifying them.

Since ACEEE is responsible for more than its fair share of projections, we feel like it’s our responsibility to try to help solve the problem of verifying the actual impacts of efficiency programs. Senior Economist Casey Bell is leading a project to try to get a handle on a credible, cost effective, and accurate methodology for verifying job creation. Casey’s Summer Study paper being presented at 10:30 this morning in Panel 10 describes the job that we’ve laid out for ourselves, and many of you have already heard from us as we look for data on efficiency programs. With help and support from the efficiency community at large, our hope is to develop a tool that benefits the community at large and helps demonstrate to others what we already know to be true about the returns to investing in energy efficiency.

Our Window of Opportunity by Chris Stratton, LBNL

This is my first ACEEE Summer Study experience. The sessions have been well put together and the quality of subsequent questions and discussions has been high. Asilomar is a glorious venue with delicious food and a pleasant atmosphere. To this small-town Kentucky native, it all feels pretty luxe. I feel very fortunate to be here.

But I can’t shake the gnawing sense that there are great opportunities here that are being squandered. ACEEE’s mission is to “advance energy efficiency as a fast, cheap, and effective means of meeting energy challenges,” and surely the greatest energy challenge we face right now is climate change. The energy efficiency industry has a crucial role to play in both mitigating climate change’s worst effects and preparing to adapt to the effects that we are unable (or unwilling) to avoid.

Our window of opportunity to impact climate change is closing rapidly. And yet I sense little in the way of urgency here. I acknowledge that this is intended to be a fun and light-hearted gathering, and that climate change is a real bummer. It’s understandable that we perceive the threat as abstract and far off —temporally, geographically and, perhaps, socio-economically. But even if we are among those who can most readily adapt to a changed world, we as energy experts have the responsibility that comes with our knowledge to do everything we can to mitigate it.

Looking forward, perhaps the agenda for the 2016 Summer Study could include a big picture examination of the *ends* to which the *means* of energy efficiency can and should be put. These sessions would inevitably entail uncomfortable conversations about normative values and reckoning with absolute limits. But in my mind at least, that’s the point of the work we do. Is it not?

The Pie-Rats of Pirates' Den

From 1923-1935, the Pirates' Den cabin was home for young college men and local high school boys who were hired each summer to help with the YWCA's summer camp and leadership conferences. Dubbed the "pie rats" because they were often caught raiding desserts in kitchen between meals. They organized themselves into the "membership of Pirates," calling their cabin the Pirates' Den, complete with a mast, flag, parrot and sea chest.



The Stuck-ups Commissioning

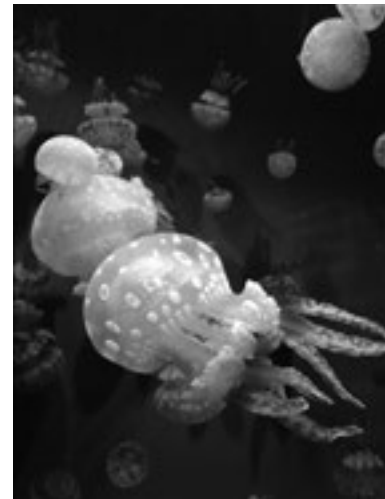
The YWCA hired college women to work the conferences and summer camps, mostly as maids and waitresses. Some of these young women felt that modern, educated women should not be required to do these menial chores. Overhearing their complaints, someone remarked, "You're just a bunch of stuck-ups." The young women rose to the challenge and embraced the nickname, because the Stuck-ups became an Asilomar institution that lasted. Endlessly creative, the Stuck-ups used their drama skills to put on pageants and skits in celebration of each newly completed building on the grounds.



From Asilomar's History Archives

Special Invitation to Join the Asilomar Society

You may have noticed a brochure in your packet for the Asilomar Society, a bequest program just established. ACEEE is officially pre-launching the Asilomar Society with this issue of *The Grapevine*, and is pleased to announce that in advance of the official launch, six people have already joined. We invite Summer Study attendees to be among the first to pledge to join so that they can be recognized when we announce the list of inaugural members a few weeks from now. Join us in harnessing the full potential of energy efficiency through leaving a legacy to ACEEE.



Kate Scott, Cool Choices Gallery

ACEEE Love Birds Release New Book on Sales Skills Needed to Drive Widespread Adoption of Energy Efficiency

Rachel Christenson and Mark Jewell met at the 2008 Summer Study and married after the 2010 Summer Study. They've since co-authored a Summer Study paper (2012) and co-founded the San Francisco-based Efficiency Sales Professional Institute, which provides sales training to energy professionals. They're attending #SS2014 with their two children and have also co-authored a would-be best seller entitled *Selling Energy: Inspiring Ideas That Get More Projects Approved!* Their new book, which contains more than 80 short essays examining various aspects of efficiency-focused professional selling, is being promoted with an offer of a million dollars of free online training to help move efficiency forward. Go to <http://www.jewellinsights.com> for more info.

Ride Share

Driving back to the Bay Area?
Have an extra spot in your car?

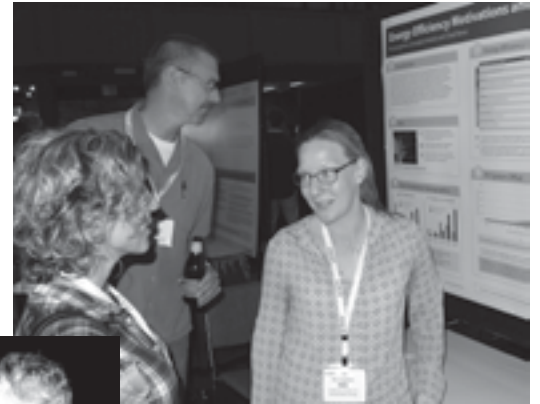
Check the white board in the ACEEE office at Surf & Sand for a list of potential riders.

Home Energy's 30th Birthday



Clockwise from Cake: Carl Blumstein, Alan Meier, Steve Nadel; Chris Stratton, Steve Greenberg, Suzanne Foster-Porter, Leo Rainer; Peter du Pont, Tom White.

Thursday Poster Session



Program Errata

In Panel 1, Session 2 (Show Me the Data) today, Anna Liao will present "Performance Monitoring of Residential Hot Water Distribution Systems" at 10:30 am in Oak Shelter in lieu of Steven Lanzisera's presentation "Electricity Submetering on the Cheap: Stick-on Electricity Meters."

the grapevine

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