

American Public Power Association

DEEDdigest

MAY 2019 EDITION

DEED Webinars: Hear first-hand from public power innovators about their DEED supported projects

Increase Customer Engagement at Your Utility

The utility industry strives to engage their customers beyond the payment process. In an effort to strengthen the relationship between the consumer and energy provider, Cleveland Public Power (CPP) and Brillieny Incorporated embarked on a 24-month pilot program to increase residential customer engagement in their community. The pilot has enabled CPP to collect critical household information and demographic data which aids in making business decisions. It has allowed the consumer to monitor their energy use, while simultaneously allowing CPP to track and monitor changes in participant consumption, identify applications of consumer usage in addition to collecting participant energy data. This webinar will detail the data management tool as well as highlight the improvements with the provider-consumer relationship. Your utility will be able to access this toolkit, evaluate data, and implement incentives and rewards that increase consumer engagement in marketing, billing, online consumer experiences, and overall customer satisfaction.

This webinar will be most valuable to utility personnel involved in the work of engaging their customers (e.g. IT, key accounts, data analytics, business intelligence, energy services, customer support, marketing and communications).

Join us on **Tuesday, May 14th at 2:00 PM EST** to hear from staff at CPP and Brillieny Incorporated that planned and executed this toolkit.



DEED Webinars

A chronological listing of DEED webinars is posted for DEED member only access [here](#).

DEED webinars are provided free to DEED members. To find out if you are a DEED member, [click here](#).

This webinar's speakers include:

- **Ivan Henderson**, Commissioner, Cleveland Public Power
- **Barbara Philips**, Project Coordinator, Cleveland Public Power
- **Shelley Shockley**, Manager, Marketing, Cleveland Public Power
- **Laura Steinbrink**, President & CEO, Brillieny Incorporated
- **Fran DiDonato**, Operations Manager and Market Housing Leader, Brillieny Incorporated

Register Now

Fall Grant Cycle Now Open!



The Fall 2019 Grant Application Cycle is now open for [utility grants](#)! The deadline to apply is **August 15th, 2019**.

DEED members may apply for **up to \$125,000 in grant funding** for their innovative utility projects. Grants target projects that improve utilities by increasing efficiency, reducing costs, investigating new technologies, offering new services, and improving practices to better serve customers. For more information, view DEED's [funding page](#), and our past webinars [Tips when Applying for a DEED Grant](#) and [Maximizing your DEED Membership Benefits](#). Please also contact your region's [DEED board director](#) and APPA staff to obtain guidance on your project idea. To get started and gain access to the application, email DEED@PublicPower.org.

DEED Grants Approved at Spring Board Meeting

DEED'S Board of Directors met on April 3rd-4th, 2019 in Colorado Springs, CO to vote on a new round of grants. Brief descriptions of the eight newly approved projects and their DEED Project Database web-links are provided below. A list of the newly approved scholarships will be in the June issue of the DEED Digest.

CG-2230 Modeling How Public Power Can Create Zero Net Energy Communities

\$115,000 to Belmont Light, MA

Belmont Light will conduct a modeling study that will serve as a common analytical basis for discussion and decisions concerning town-wide Zero Net Energy (ZNE) planning options. The utility will partner with Ventana Systems, Inc. for robust model simulation to answer core questions, such as: how to decide on the balance of investments among service, conservation, solar programs, batteries, EV infrastructure and other options to achieve long-term goals; how do these decisions build toward the viable utility of the future? Deliverables include an implementation strategy made up of actionable modeling results, a roadmap outlining the model, and the cases that result in the optimum balance of initiatives. [READ MORE](#)

CG-2233 Developing and Evaluating Localized Photovoltaic Adoption Models

\$10,000 to CDE Lightband, TN

Clarksville Department of Electricity (CDE) will use National Renewable Energy Laboratory's (NREL) System Advisor Model (SAM) to simulate multiple scenarios for the adoption of photovoltaic (PV) technologies on CDE's distribution system. These models will be compared against the metered outputs of an adjustable PV array, installed within the CDE distribution system, and adjusted to match the input parameters being simulated. This study intends to enable other utilities to accurately forecast the effects of PV adoption on their systems. The utility will develop a best practice guide aimed at helping small to mid-size utilities build databases for forecasting the effects of PV adoption on their systems. [READ MORE](#)

CG-2235 1 MW Peak Shaving Battery Energy Storage System (BESS) Pilot Project
\$125,000 to Greenville Utilities Commission, NC

Greenville Utilities Commission (GUC) will conduct a pilot project to determine the technical and financial feasibility of installing future Battery Energy Storage Systems (BESS) in lieu of traditional reciprocating engine (RICE) technology for Peak Shaving applications on its system. GUC will develop the technical specifications to advertise a Request for Proposal (RFP) to qualified vendors for the turnkey installation of a 1 MW (AC output) BESS to be installed at an existing GUC distribution substation site. This would be directly connected to the utility's electric distribution system. An Excel-based financial analysis model will be available upon completion of the project. [READ MORE](#)

CG-2239 Further Development and Performance Improvement of a Photo-rechargeable Battery
\$125,000 to Los Angeles Department of Water and Power, CA

Los Angeles Department of Water and Power (LADWP) and the University of California, Riverside (UCR) aim to further develop and improve the performance of a photo-rechargeable Li-ion battery. The project team proposes the fabrication of a solar cell that can not only convert solar energy into electrical energy, but also store it within a single device, while also developing solar PV systems that can dispatch power as needed. LADWP and UCR will share their findings in a webinar upon completion of the project. [READ MORE](#)

CG-2244 Coordinating EV Charging with Renewable Electricity Generation Using Blockchain Incentives
\$97,000 to Sacramento Municipal Utilities District, CA

Sacramento Municipal Utility District, with Électricité de France (EDF) Innovation Lab and Omega Grid, LLC, will provide EV owners with event-based incentives to balance their environmental values and transportation needs in a way that reduces utility costs. This project aims to quantify the value that coordinated EV charging will have on distribution system investments compared with the cost and risk of operating such a program. This project will combine incentives based on observed and predicted solar generation with EV Supply Equipment (EVSE) controls and customer preferences. The project team will create a white

CG-2236 Electric Vehicle Planning, Implementation, and Customer Engagement Toolkit
\$72,790 to Iowa Association of Municipal Utilities

The Iowa Association of Municipal Utilities (IAMU) and its project partners at Clark Public Utilities, VEIC, and across IAMU member utilities, will create a plug-in electric vehicle (EV) planning and implementation toolkit for municipal utilities. The toolkit will provide resources to streamline planning and implementation activities for transferability amongst the public power community, as well as materials for estimating EV adoption and associated electric load growth. The anticipated deliverables include EV case studies, cost-benefit analysis resources, and customer engagement tools. [READ MORE](#)

CG-2243 Grocery Outlet Cool Cooling
\$125,000 to Sacramento Municipal Utility District, CA

Sacramento Municipal Utility District (SMUD), in partnership with Grocery Outlet and the North American Sustainable Refrigeration Council, will demonstrate the energy performance of a transcritical carbon dioxide (TC CO₂) refrigeration system in order to enable a reduction in the greenhouse gas footprint of the supermarket sector within its service territory. The final report will include an energy performance analysis comparing the energy use to a similar system using traditional hydrofluorocarbon (HFC) refrigerant, as well as provide qualitative and quantitative data on the installation, operation, and maintenance of a CO₂ transcritical system in Sacramento's Mediterranean-like climate zone. [READ MORE](#)

CG-2245 Point Defiance Zoo and Aquarium In-Conduit Hydroelectric Educational Project
\$125,000 to Tacoma Power, WA

Tacoma Power has partnered with Point Defiance Zoo and Aquarium (PDZA), MetroParks, and NLine Energy to install a hydroelectric turbine-generator at the PDZA as a public demonstration of a saltwater pumped hydropower generator. This project will capture untapped hydroelectric potential within the existing aquarium's saltwater circulation system by placing a turbine in the aquarium's discharge pipe. This project is supported by a collaborative effort that includes local schools and organizations to create a school curriculum focused on clean, renewable hydropower generation. Tacoma Power will share the water flow and operational data, a customized curriculum designed to evaluate the operation of the hydro turbine, and all educational tools. [READ MORE](#)

paper including a value assessment and a description of the business model. [READ MORE](#)

Dig Deeper with DEED: Community Programs

Planning on submitting a DEED grant or internship on a community program for the fall cycle? Related completed grants include:

- Alameda Municipal Power's grant, [Energy Efficiency Customer Self Service Kiosk](#)
- American Municipal Power's grant, [Sustainability Reporting for Public Power Communities](#)
- Florida Municipal Electric Association's grant, [Biopower Project Assessment and Decision Making Best Practices "Collaborative Biopower Decision-Making Guide"](#)
- Stoughton Utilities' grant, [Tunable Lighting in Schools: Energy Savings and an Improved Learning Environment](#)
- Gainesville Regional Utilities' grant, [Engaging Communities for Energy and Water Savings: Improving Measurement and Effectiveness of Energy/Water Audits for Low Income Neighborhoods](#)
- Electricities of North Carolina's grant, [Power Career Workshop 101](#)

Curious for more? Check out some of our **current** community focused projects:

- Lincoln Electric Systems' grant, [Multi-Family Energy Efficiency Pilot Project](#)
- WPPI Energy's grant, [Increasing Low-to-Moderate Income Household's Access to the Benefits of Rural Public Power Community Solar Programs](#)
- Navajo Tribal Utility Authority's grant, [Surveying the Potential of Electrifying the Navajo Nation](#)
- Belmont Light's [Modeling How Public Power Can Create Zero Net Energy Communities](#)
- Tacoma Power's grant, [Point Defiance Zoo and Aquarium In-Conduit Hydroelectric Educational Project](#)

Elk River Municipal Utilities'

In celebration of Earth Day on April 22nd, Elk River Municipal Utilities (ERMU) released a video promoting their in-home EV charging program, a DEED funded project. [Watch this video](#) to learn about how ERMU's EV program has benefited residents in Elk River.

FREE EPRI Resource: Consumer Guide to Electric Vehicles

In EPRI's 2019 "[Consumer Guide to Electric Vehicles](#)," you'll find details on all the new EVs and their vehicle type, driving range, and charging time. This free, publicly-available document outlines the latest information on available plug-in EVs. The guide's goal is to demystify EVs for consumers.

Contact

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