

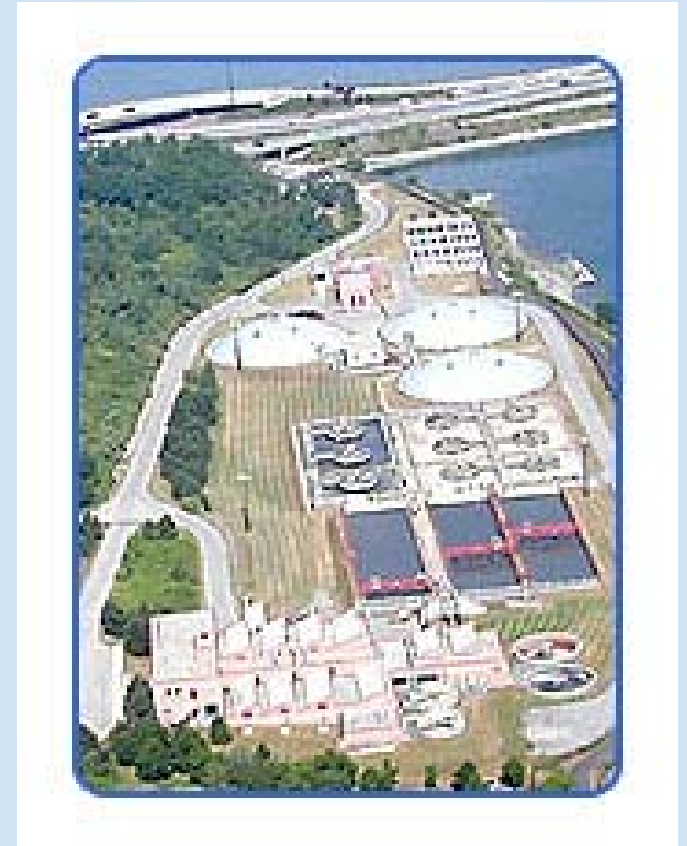
CEE Program Meeting

January 15th

San Francisco, CA

Outreach to the Municipal Water & Wastewater Sector

Toby Ast, Industrial Program Manager



Agenda

- Introductions
- Background Information
 - Water/Wastewater target market
 - Why & How do programs currently promote their offerings?
- Discussion of Potential Outreach Opportunities
 - Existing mechanisms to reach this sector
 - How can programs coordinate efforts?
- Pramod Kulkarni, CEC

Program Positions

- Don't have resources
- Take it as it comes
- Looking to grow number/scale of projects

Sector Requires Resources

- Challenges:
 - Conservative target market
 - Long lead time on projects
 - Energy efficiency not always a priority
 - Limited resources
 - Intricate municipal finance mechanisms
- Opportunities:
 - Climate Change becoming a municipal priority
 - EE proven way to cut operating expenses
 - Leverage other stakeholder resources
 - Possible stimulus?

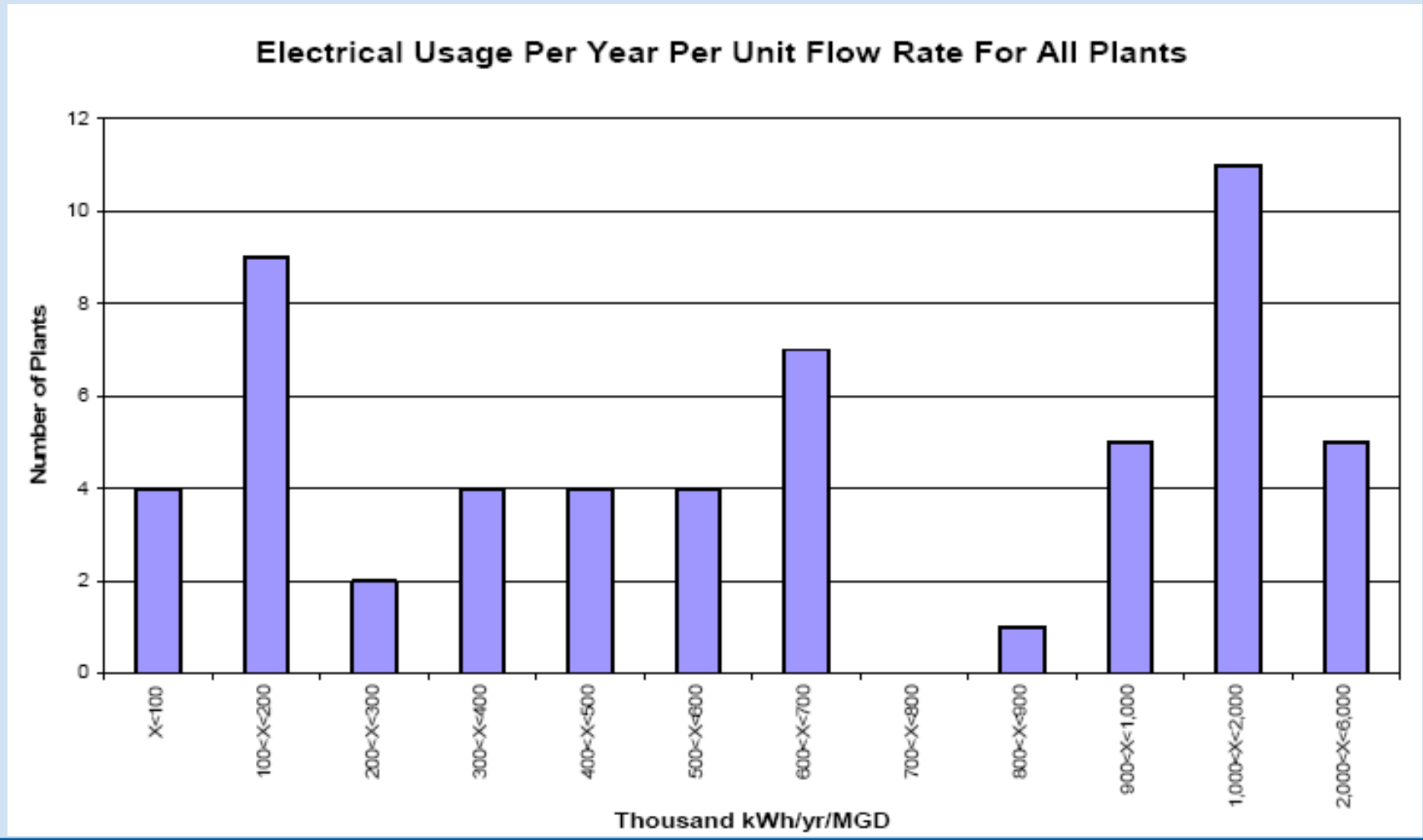
Is the juice worth the squeezing?

Best Practice Benchmarks and Top Performance Quartiles
for Wisconsin Wastewater Facilities

Facility Type	Flow Range (MGD)	Average Energy Use (kWh/MG)	Top Performance Quartile (kWh/MG)	Best Practice Benchmark (kWh/MG)	Average Potential Savings ¹⁰
Activated Sludge	0 - 1	5,440	< 3,280	3,060	44%
	1 - 5	2,503	< 1,510	1,650	34%
	> 5	2,288	< 1,350	1,760	23%
Aerated Lagoon	< 1	7,288	< 4,000 ¹¹	3,540	51%
Oxidation Ditch	< 1.2	6,895	< 4,000 ¹²	4,320	37%

- Segmentation? Flow? What categories?

How do you get this data?



Data Rich, Organization Poor

- Regulated industry
- Government Agencies
 - EPA Regional Offices, State & Provincial Environmental Offices, Environment Canada
 - NPDES
 - Municipal Water and Wastewater Survey (MWWS)
 - State Revolving Loan Fund
- Just about everything but energy data!

Current CEE Member Efforts

- 45 Efficiency Programs on W/WW Committee
 - 10 mention water/wastewater on their websites
- Energy Conservation Measure Project
 - Industry literature (AwwaRF, WEF, EPRI, EPA)
 - Program Documents/Studies (PG&E, BC Hydro, WI FOE)
 - Solicit data on past projects from members
- 42 ECMs in W/WW identified
 - 390 projects/measures
 - 295 projects involved VFDs & Motors
 - Motors and drives as door openers

Raising Awareness

DOWNSTREAM: Plant level

- Education
 - SCE, Efficiency Maine, PSNH, PG&E
- Municipal approach
 - PSE
- Trade Allies
 - TVA pilot program

UPSTREAM: Financing/Project Design

- Networking with the funding sources
 - NYSERDA
- Engaging early in the project process
 - Efficiency Vermont

Outsour



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Programs

Circuit Rider Program: FUNDED BY NATIONAL RURAL WATER ASSOCIATION THROUGH RURAL UTILITIES SERVICE. Granite State Rural Water Association has two (2) Circuit Riders covering the state providing technical assistance to water system personnel on the daily operations of their system. These services include on-site visits and information on Safe Drinking Water Act rules and regulations, water quality analysis, disinfection and chemical feed, treatment processes, distribution maintenance, line and valve locations, security and emergency response, vulnerability assessments, pump and motor maintenance and rate structures.

For more information on the GSRWA Circuit Rider Program contact:

- [Jay Matuszewski](#) or [Scott Clang](#)

Wastewater Technician Program: FUNDED BY NATIONAL RURAL WATER ASSOCIATION THROUGH RURAL UTILITIES SERVICE. Granite State Water Association provides on-site technical assistance throughout the State of New Hampshire with one (1) wastewater technician. Technical assistance provided includes treatment plant operations, maintenance, finance, management, regulatory requirements (EPA and DEQ permits), health concerns and operator certifications. The wastewater technician can also offer assistance for systems that will be constructing new treatment plants along with security, emergency response, and wastewater vulnerability assessments.



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– Circuit

- Anyone



G&E

CEE

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Outsource Outreach (cont'd)

- Wastewater Treatment Plant Operator Onsite Technical Assistance Tra
 - 104(g)1 program
 - Offices in 46 states
 - Facilities that violate permits
 - 700 projects a year
- New Technology testing
- Average cost of \$1800 per
- Running out of money
- Anyone working with these



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Drinking Water Infrastructure Investment Could Create 400,000 Jobs

January 7, 2009

The American Water Works Association (AWWA), the authoritative resource on safe water, is urging Congress to include funding for drinking water infrastructure projects in the stimulus legislation now being considered.

Today, more than \$10B in drinking water infrastructure projects around the nation are shovel-ready and can be underway as soon as funds are committed. These projects would put more than 400,000 Americans to work on aging water mains, leaking pipes, treatment plants, pump stations, storage reservoirs, elevated tanks, security safeguards and other needs.

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