

**THE COALITION TO ADVANCE  
RENEWABLE ENERGY THROUGH BULK STORAGE (CAREBS)  
2010 “REPORT CARD”**

To: Existing and prospective CAREBS members

From: Jason Makansi, Executive Director, and Allison Kassir, Government Relations Advisor  
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Allison and I are pleased to present CAREBS’ report card and progress for 2010.

**Executive Summary**

Perhaps we can best sum up the two ends of the year this way: At the beginning of the year, the federal government’s economic stimulus funding was still flowing to new electricity technology development, and the Obama Administration and Congress were still pursuing a climate-change driven energy agenda. By the end of the year, the focus on fiscal austerity overshadowed any support for additional spending to incentivize renewable energy, for long-term national energy planning, and for global climate change legislation. As a result, our 2011 strategy and messaging will emphasize bulk storage as a solution for reliability, energy efficiency, enhanced electricity markets, as well as its commercial viability, and the fact that it is an “investible” option.

While a storage Investment tax credit (ITC), along with a number of proposed energy tax provisions, did not pass, CAREBS was instrumental in ensuring that the ITC, as it moved through the legislative process, did not deteriorate into one that disproportionately favored distributed storage. While FERC has not approved transmission rate treatment for bulk storage, CAREBS responded to the FERC Request for Comments Regarding Rates, Accounting, and Financial Reporting for Electric Energy Storage Technologies, as well as FERC’s Notice of Inquiry on Integration of Variable Energy Resources, and forcefully

distinguished bulk storage from distributed options and argued for an appropriate FERC policy framework.

CAREBS supported the California Energy Storage Association (CESA) in getting the nation's first, landmark energy storage bill enacted in California. The bill set an important precedent for energy storage. California's energy policies, for better or worse, are often a harbinger for other states and national policy. Shortly after the bill passed, CAREBS met with the state's major electricity organizations and political leaders, CAISO, California PUC, California Energy Commission, Department of Justice (then Attorney General Jerry Brown -- now Governor -- was the architect of the legislation), and Assembly member Nancy Skinner's office, to lay the groundwork for an active 2011 CAREBS effort in the implementation of the law, aiming to participate in the hearings and deliberations that could lead to a stronger policy framework for storage.

We were very successful with one of our key objectives for 2010, to build relationships with the ISOs/RTOs and related organizations. We participated in the EPRI PJM Storage Summit, hosted PJM Interconnection CEO Terry Boston for dinner in San Diego, met with MISO representatives and opened a dialogue with their grid modeling and renewable energy groups, met with CAISO during our round of California meetings, developed a relationship with NERC, shepherded bulk energy storage into the Eastern Interconnection Planning Collaborative (EIPC) modeling scenarios, supported the WECC in their storage evaluation and modeling, and made introductions to relevant individuals at NYISO, ERCOT, and NE-ISO.

CAREBS was also instrumental in creating awareness within the storage community of the need for better modeling tools and technology. Identifying and addressing "Achilles Heels" is critical to assuring smooth technology and project development. CAREBS met with relevant DOE and Congressional offices to advocate for additional funding in this area.

We were successful attracting two new members and in convincing all existing members to continue funding our efforts in 2011. In addition, two major utilities, First Energy and Exelon, have expressed interest in CAREBS membership. CAREBS conducted over a

dozen meetings via phone or in person at industry events to discuss membership with key prospects.

In DC, we have established relationships with like-minded organizations, such as the National Hydro Assn (NHA) and have cultivated a network of key congressional, federal, industry, standard-setting, and advocacy organization staffers important to energy storage policy.

Regarding communication and outreach, CAREBS successfully placed feature articles in *Power magazine*, *Turbomachinery International*, *EnergyBiz*, and *Power Engineering*. In addition, we developed a “source” relationship with Erica Geis, who writes frequently on electricity industry issues for *The New York Times*. Several DC area and industry newsletters also requested interviews and material from CAREBS. We’ve maintained a website and regularly add new content to keep it interesting and relevant. Finally, we’ve developed a database of key members, prospects, friends, and throughout the storage community that we use through Constant Contact (an Internet bulk email service) to distribute our messaging.

CAREBS has a significant presence, and at times is the dominant participant in, numerous storage industry meetings, including Platt’s Power Storage Event and the Infocast Storage Week. CAREBS also supports most, if not all, of the storage industry conferences by at a minimum requesting that a member attend. CAREBS was in full force at the ESA Annual Conference and the DOE Storage Update Workshop. We supported the pumped storage community by participating in a panel discussion at HydroVision, the industry’s largest event. Finally, CAREBS secured a marquee position in a unique conference launch, *Integrating Renewables into the Generation Mix:: Challenges and Unknowns*, and the organizer/publisher issued a special report based on the meeting, distributed to our CAREBS database and thousands of other industry decision-makers. PSI Media, the conference organizer, has launched [www.integrating-renewables.org](http://www.integrating-renewables.org), and CAREBS has an opportunity to push its agenda through an industry level platform.