



# CRA Insights: Energy & Environment

**CRA** Charles River  
Associates

October 2009

## **CRA's Energy and Environment Practice expands its renewables capabilities**

A new energy landscape is emerging, and demand is increasing for cost-competitive options based on local, renewable resources. The addition of new Vice President Todd Allmendinger and his team enhances CRA's capabilities to help clients assess markets of interest, develop strategies for participation, and support the execution of these strategies to fully ensure the value of engagements.

To read more about CRA's clean and renewable energy capabilities, please [click here](#). Todd may be reached directly at [tallmendinger@crai.com](mailto:tallmendinger@crai.com).

## **CRA's analysis helps advance Green Power Express in the US Midwest**

CRA recently completed a cost benefit analysis of the Green Power Express, a proposed 3,000-mile regional "green power superhighway" designed to deliver wind-powered renewable energy from the upper Midwest to customers in and around Chicago, Minneapolis, and other load centers farther east. Green Power is a transmission-only limited partnership formed by Michigan-based ITC Holdings Corp., the largest independent electricity transmission company in the US.

CRA's cost benefit analysis was led by Vice President **Ira Shavel**, who was assisted by Vice President **Ralph Luciani** and Associate Principal **Barclay Gibbs**. To obtain a copy of the report please contact Ira Shavel at [ishavel@crai.com](mailto:ishavel@crai.com).

## **Marketing principles for interactive utilities**

Today's regulators have charged utilities with gaining marketplace acceptance of demand response (DR), energy efficiency (EE), and distributed energy (DE) initiatives—acceptance that is dependent on customer participation. Successful marketing will be key to gaining acceptance and participation from utility customers; however, utilities will have to tackle some new challenges if utility marketing is to be more successful this time around and able to deliver the required results.

In an article originally published in *Electric Perspectives*, Vice President Dean Maschoff and Principal Andrew Johnson explore the challenges utility companies face and how they can gain enhanced benefits from their integrated utility marketing campaigns that will continue to pay dividends for years to come. To read the article, please [click here](#).

## **About energy and environment consulting at CRA**

CRA's Energy and Environment Practice provides expert economic and business consulting services to a wide range of energy industry clients. With years of industry experience and exceptional strength in analytics, our consultants offer management and economic expertise in every phase of the electricity

production cycle—from fuel procurement to retail strategy—as well as hands-on experience helping clients manage market power, environmental policy, and regulatory issues. We have pioneered techniques and models that have become industry standards, including competitive market designs, efficient bidding mechanisms, creative financial transactions, and methodologies to assess market power. Learn more at [www.crai.com/energy](http://www.crai.com/energy).

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Charles River Associates is a leading global consulting firm that offers litigation and regulatory support, business strategy and planning, market and demand forecasting, policy analysis, and risk management consulting. Founded in 1965, CRA has offices across North America, Europe, Asia, and the Middle East.



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