



Efficiency Vermont



Why Wait? The time is now for LED Savings in C&I Lighting Portfolios

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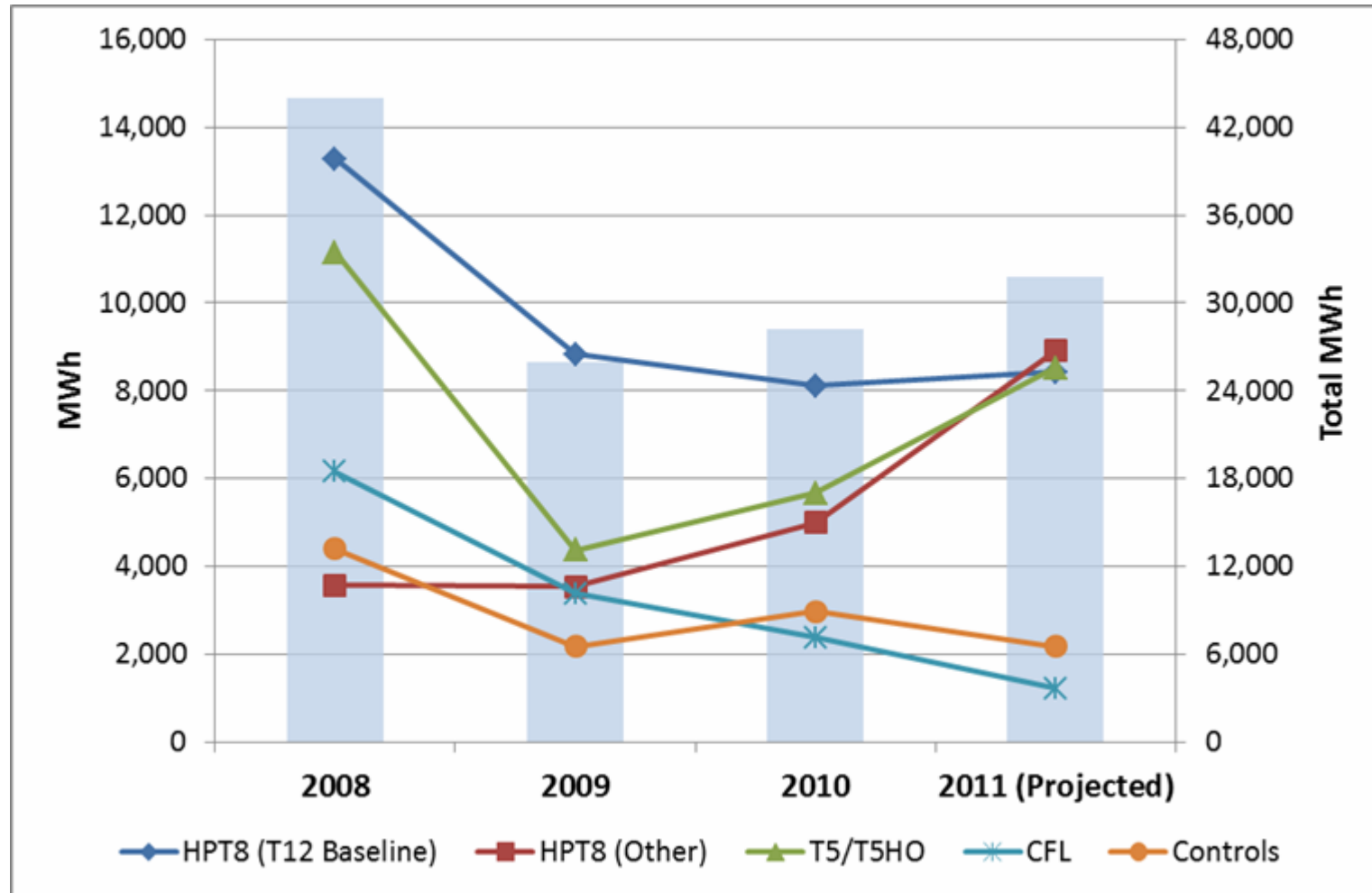
Efficiency Vermont Background

Efficiency Vermont is a **state-wide energy efficiency utility** that encourages the adoption of energy efficient products and practices.

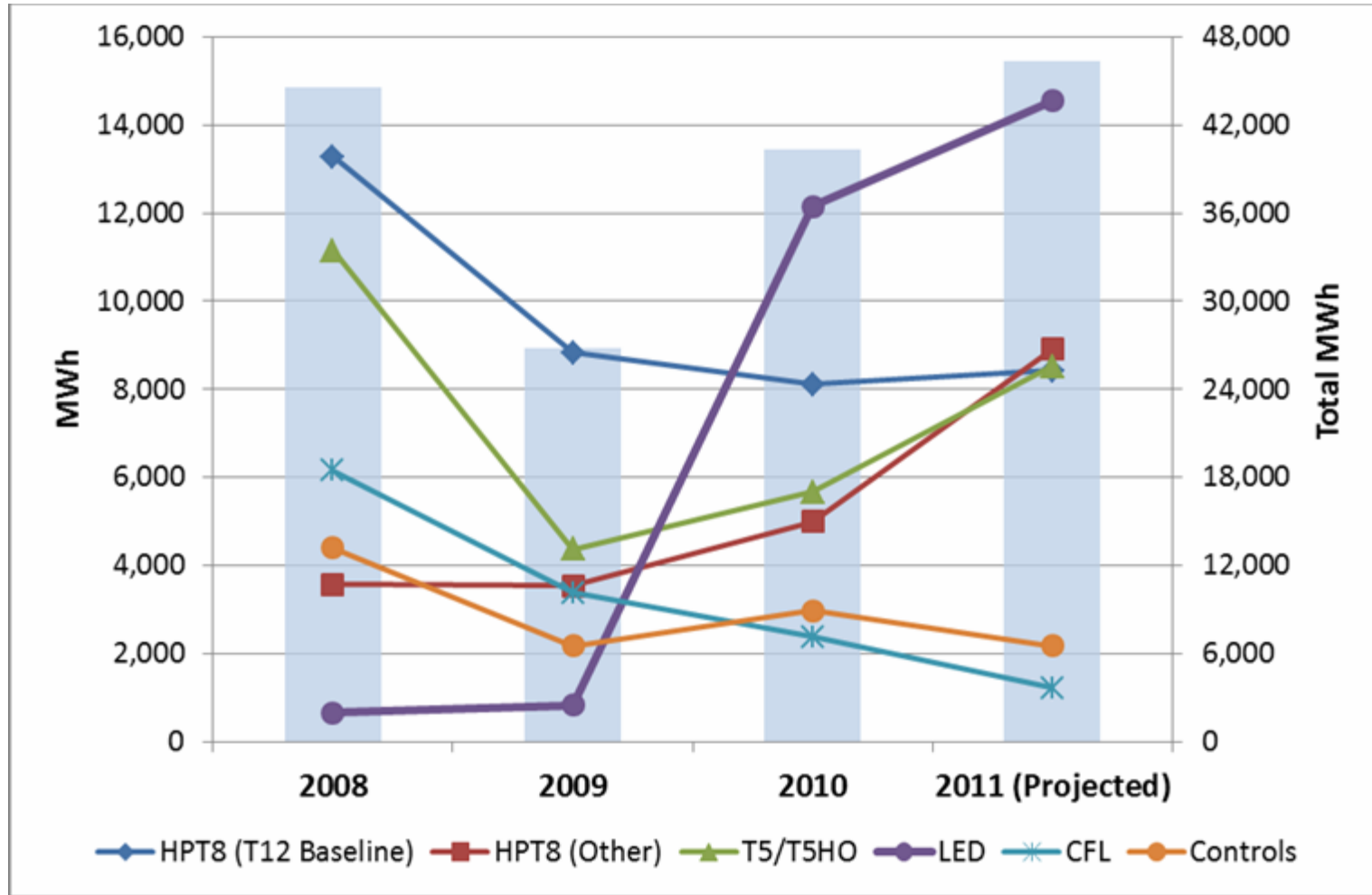
Efficiency Vermont is administered by **Vermont Energy Investment Corporation (VEIC)**, an independent nonprofit energy services organization.

Current Efficiency Vermont budget totals **\$35M** annually.

EVT C&I Lighting Savings (excluding LED)

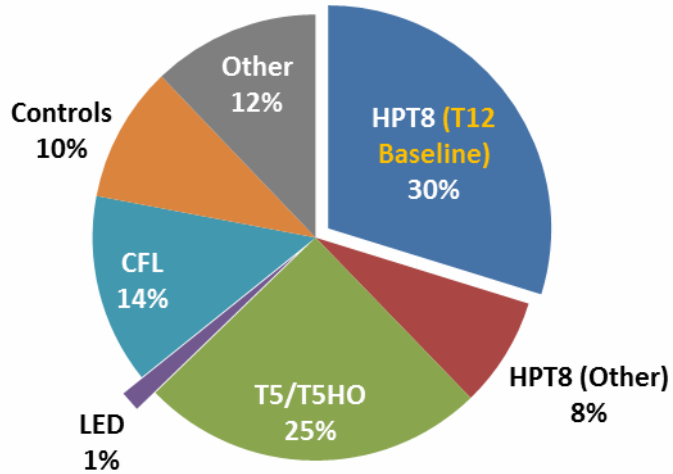


LED to the Rescue!

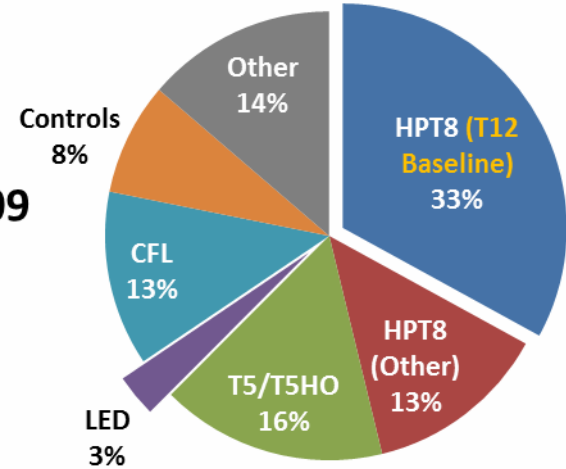


EVT C&I Lighting Portfolio

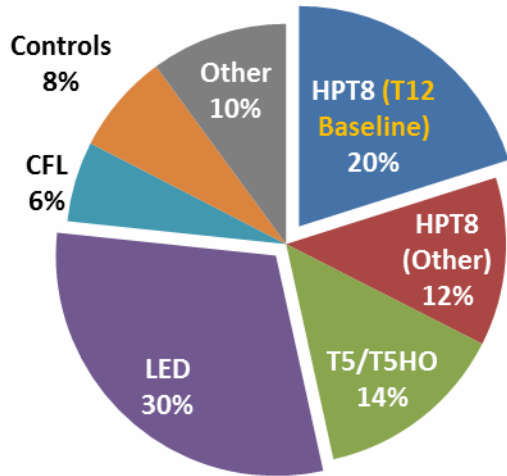
2008



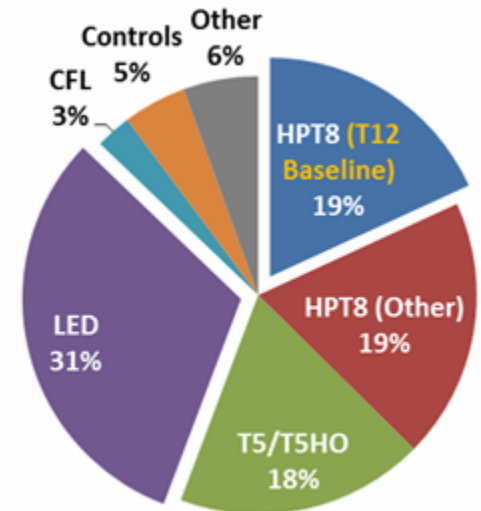
2009



2010



2011
Projected



EVT LED Key Program Components

Pilot Projects

- Local case studies; visible projects stimulate interest

Rebate Program

- Covers 20 product categories and averages \$0.25/kWh
- Two-tier rebates based on ENERGY STAR, DLC, and Lighting Facts
- Aggressive LED Track and Spotlighting campaign (2010)

Leveraged Partners

- State-wide education targeted trade allies & design professionals
- Distributor sales incentives

Expansive Targeted Marketing Outreach

- Target key customer markets (hospitality, retail, etc.)

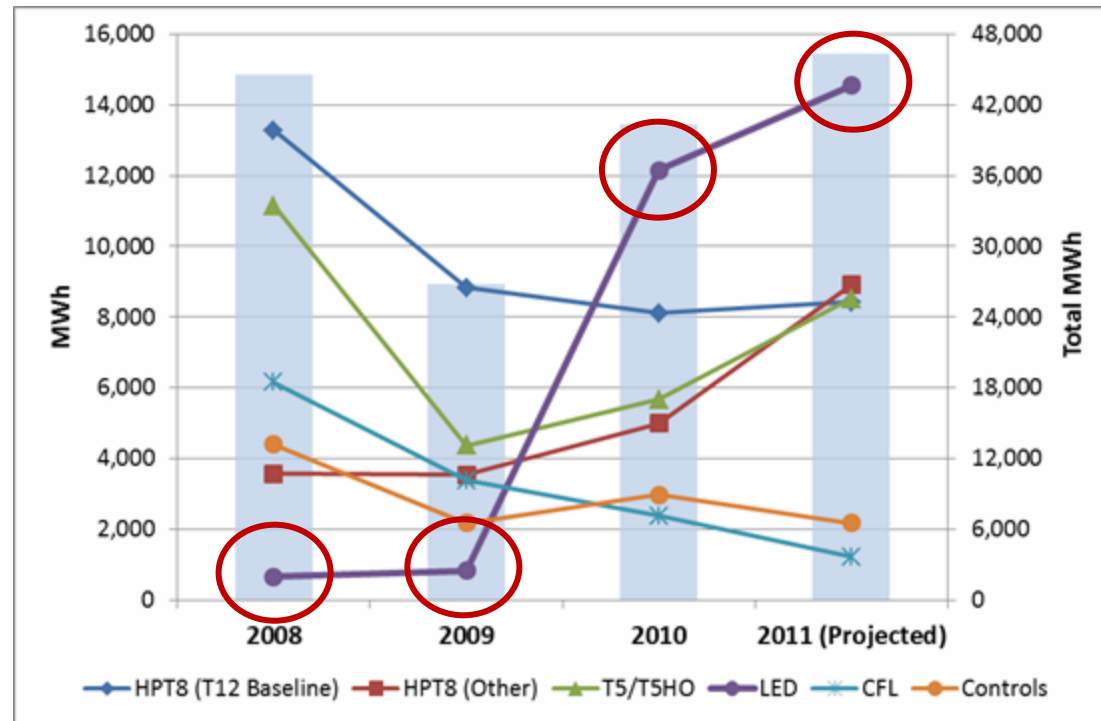
LED Program Evolution

2008 – Pilot projects

2009 – Standard rebates announced; ENERGY STAR / DLC / custom; state-wide education

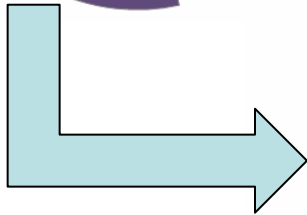
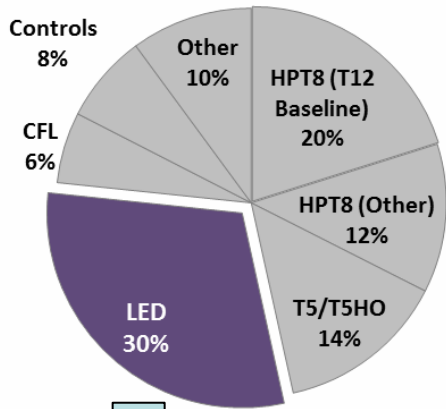
2010 – New categories; standard rebates increased; aggressive iLED campaign (Q4)

2011 – Tiered rebates; ENERGY STAR / DLC / **Lighting Facts**; iLED marketing outreach; Municipal Street Lighting Initiative

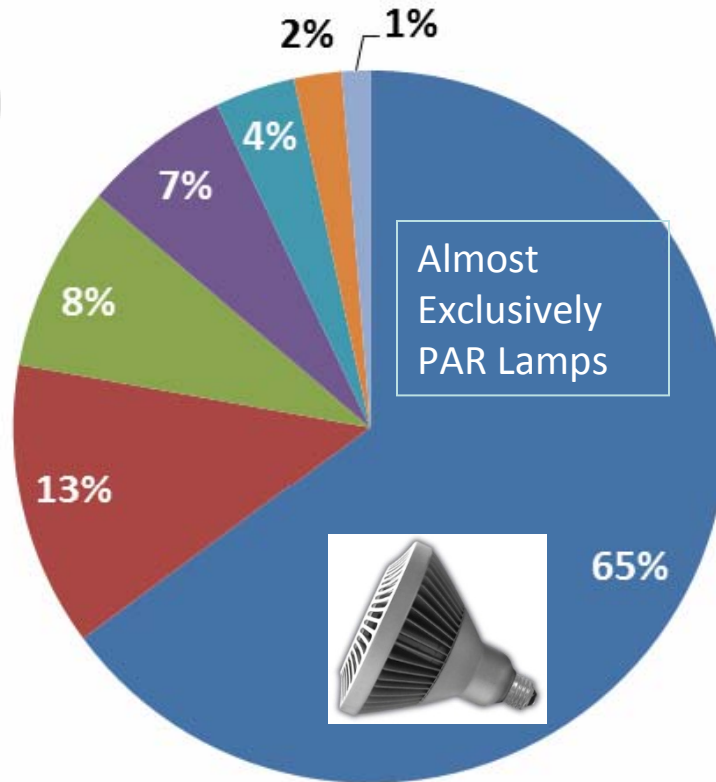


LED Measure Category Breakdown (2010)

All C&I Lighting



C&I LED Lighting



- Screw Base Lamp
- Outdoor Wallpack
- Outdoor Area/Roadway
- Garage/Canopy
- Outdoor Decorative
- Downlight
- Refrigerated Case

New Opportunity: Retail Track and Spot Lighting

Efficiency Programs have had limited success in this application

Existing energy efficient technologies (CFL, Ceramic MH) lacked one or more required features to compete with Halogen

- High CRI
- Beam Control
- Dimmable
- Instant-On
- Cost-effective and easy retrofit



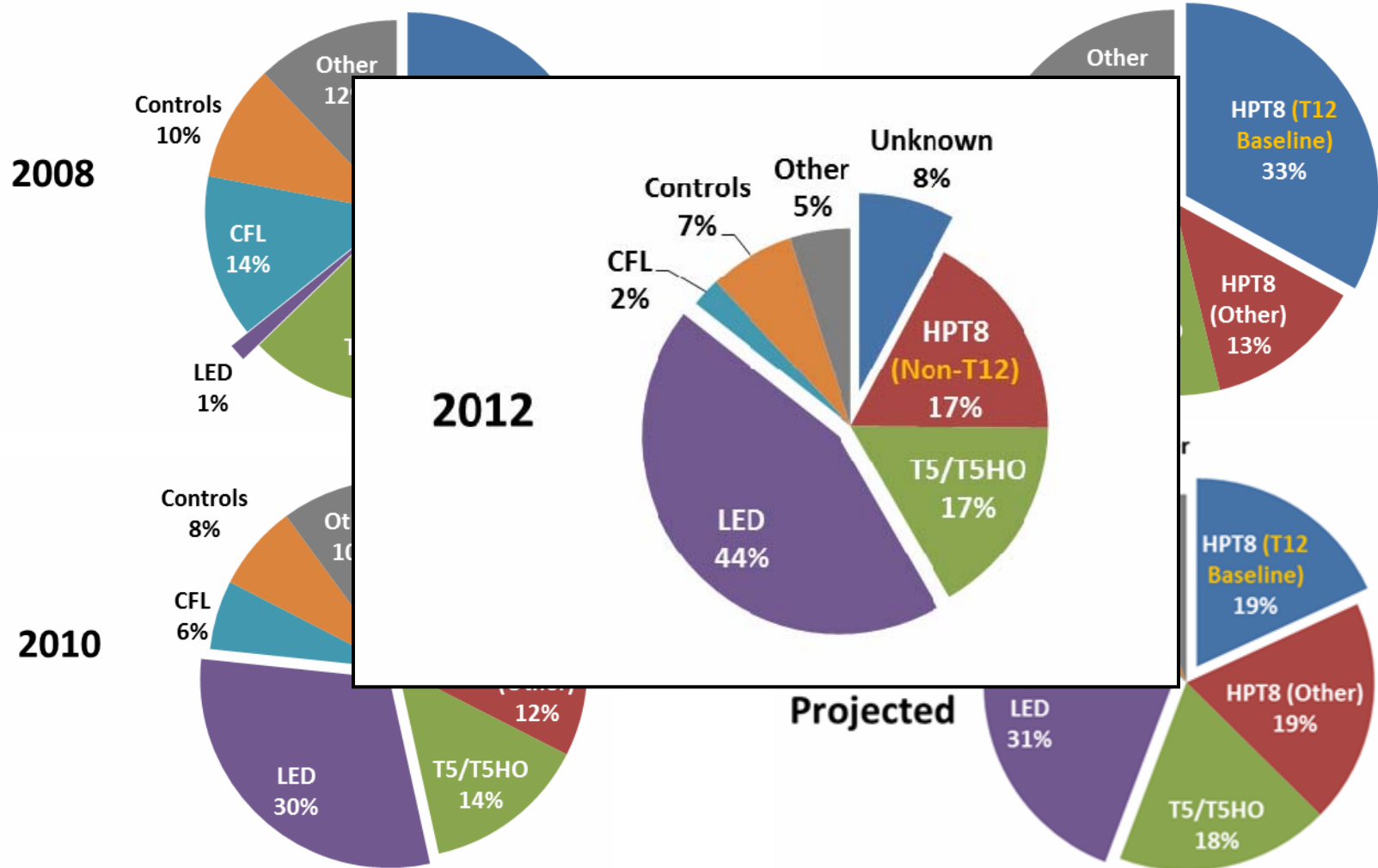
New Opportunity: Exterior Lighting

Efficiency Programs have largely ignored this opportunity before LED

- Existing HID Technologies already considered efficient
- “Design” opportunities not well understood or pursued



EVT C&I Lighting Portfolio - 2012



Closer Look at Expected 2012 LED Savings

High Contribution of Savings

Screw-based Lamps

Exterior Lighting

Low Contribution of Savings

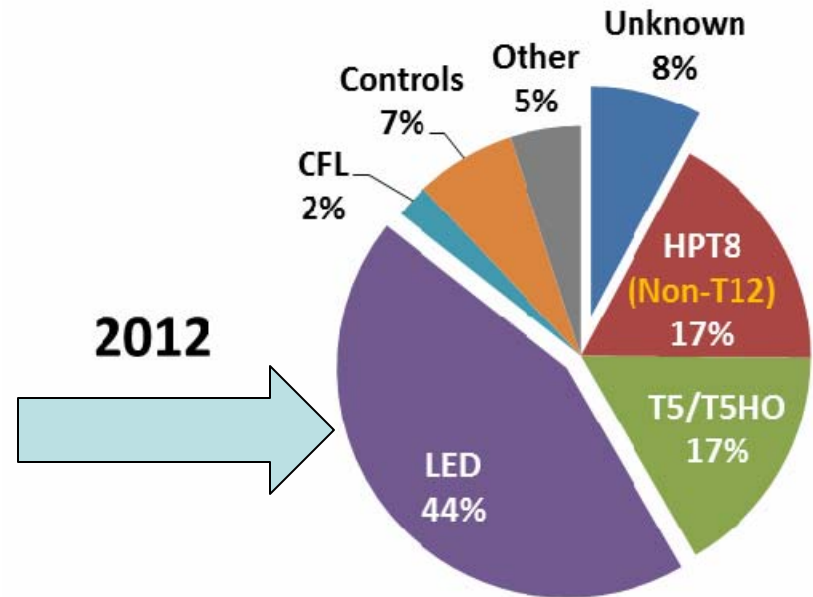
Downlights

Refrigerated Case

Just Starting / Pilots

LED linear and troffer replacements

LED High-Bay Lighting



Retrofit the
Retrofits?

Conclusions

- LED has already opened the door to new, large savings opportunities
 - Retail Track and Spot Lighting, Exterior Lighting
- Soon it will be time to retrofit the retrofits
 - High-bay lighting, linear fluorescent lighting
- The opportunity is huge and we're just getting started

Thank You. Questions?



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