

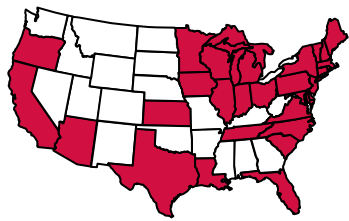


EISA and Retail Lighting Program Design

Michael Russom, Chris Badger, Libby Copeland
2011 National Symposium on Market Transformation
Washington, DC
April 12th, 2011

About VEIC

Comprehensive energy services to lower the economic and environmental costs of energy



- **Consulting services**

- Program design, planning, and evaluation
- Policy & advocacy
- Research & development

- **Implementation services**

- Comprehensive, large-scale
- Targeted, small-scale

- **Expertise**

- Energy efficiency: electric, thermal, vehicles
- Renewable energy
- Integration: smart grid



Efficiency VT 2.0

- **Starting in 2012 EVT moves from 3 yr contract to 12 yr rolling appointment**
- **Allows Efficiency Utility to participate in regulatory process (e.g. avoided costs and T&D permits)**
- **Promote efficiency in the legislature**

EISA 1-2 (3 & 4) Punch

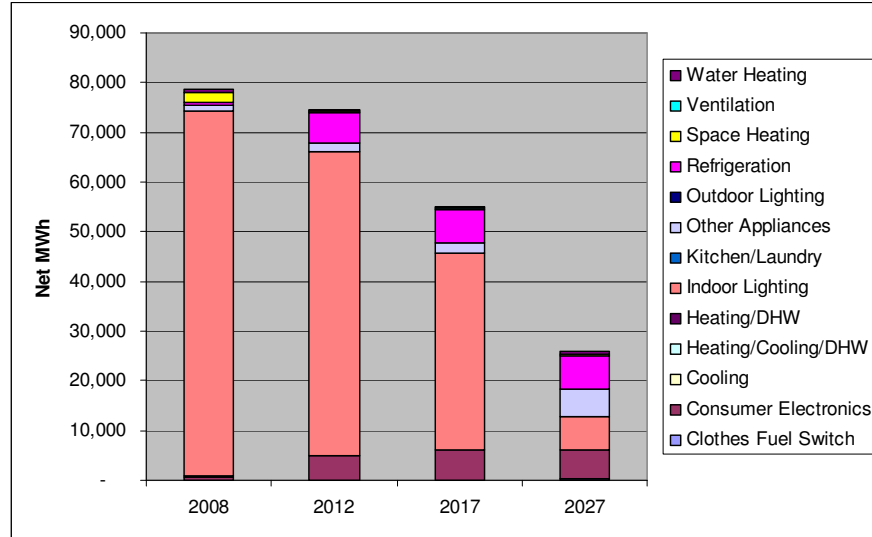
- **Decline in Net Savings**
 - Increase in freerider rates
 - Wide variation in EM&V validity
- **Decline in Per Unit Savings**
 - Shift from incandescent to halogen baseline
 - Reduced hours of use (CFL socket penetration)
- **Decline in Lifetime savings**
 - 2020 Cap as CFL becomes Baseline
- **Decline in CFL Market Share?**
 - Shift to halogen, sticking with incandescent product family (Moore/ APT)



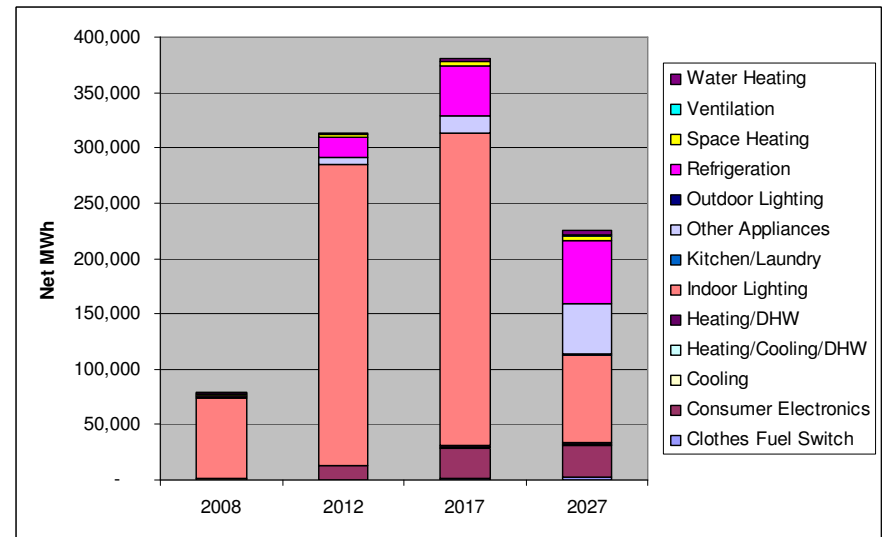
EVT 20 Year Forecasting (2009)

- Demand Resource Plan (DRP)
 - BAU Program Designs
 - Update coming in mid-2011
 - Starting to look at non-resource acquisition savings

Residential Incremental MWh Saved, By End Use



Residential Cumulative MWh Saved, By End Use



EVT Counter Attack

- **Market Segmentation**

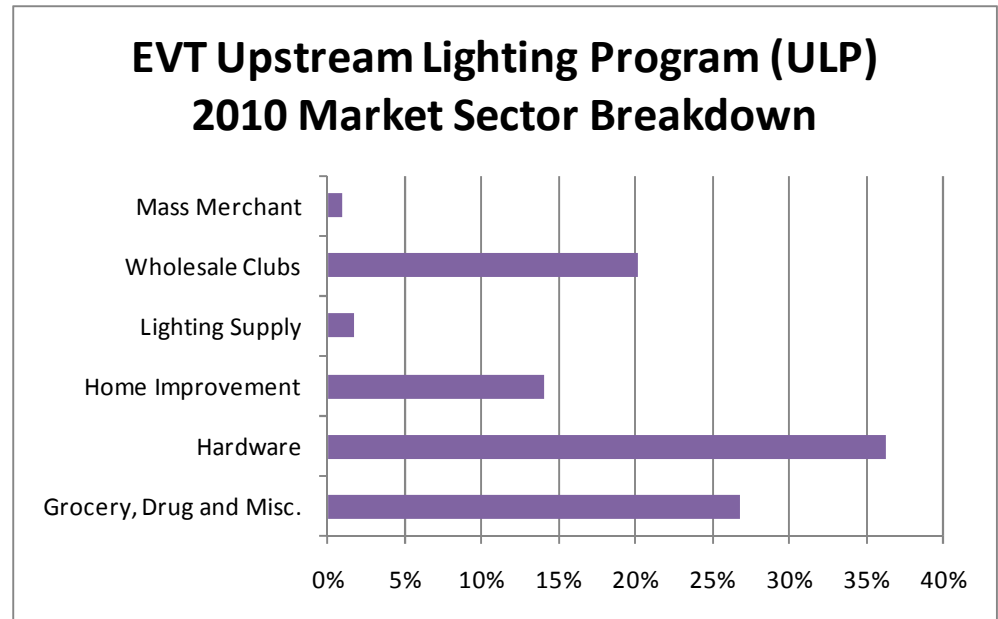
- Target grocery, drug and small hardware (Low freerider)
- VT Foodbank Partnership
- +40% New Partners

- **Product Diversification**

- Standard vs. Specialty
- LEDs

- **2012+ ULP concepts**

- Market lift w/ Big Box
- Longterm Program Planning



Tracking the Savings

- **Separate Standard Spiral and Specialty CFL Measure Characterizations**
 - Specialty CFLs – dimmable, encapsulated, candelabra base, cold cathode, etc.
 - Standard Spirals savings diminish over three years, Specialty CFL savings remain unchanged (EISA)
 - \$/MWh Net Gain with Specialties even at aggressive incentive levels
 - Higher per unit savings (Non-EISA baseline, Watts)
 - Higher hours of use
 - Lower freerider penalty

EVT CFL Campaign Messaging

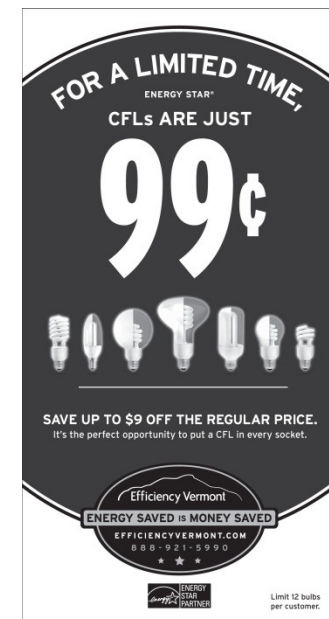
2008: Replacement of **6 most used** light bulbs with CFLs

2009: Replacement of **most used** light bulbs with specialty or spiral CFLs

2010: Complete replacement messaging: “**A CFL for Every Socket**”

Fall 2010/2011: **99¢ specialty and spiral CFLs**

2011+: NEEP Working Group on EISA messaging



Fall 2010 CFL Marketing Campaign

Television Advertising: Focus on specialty and spiral CFLs

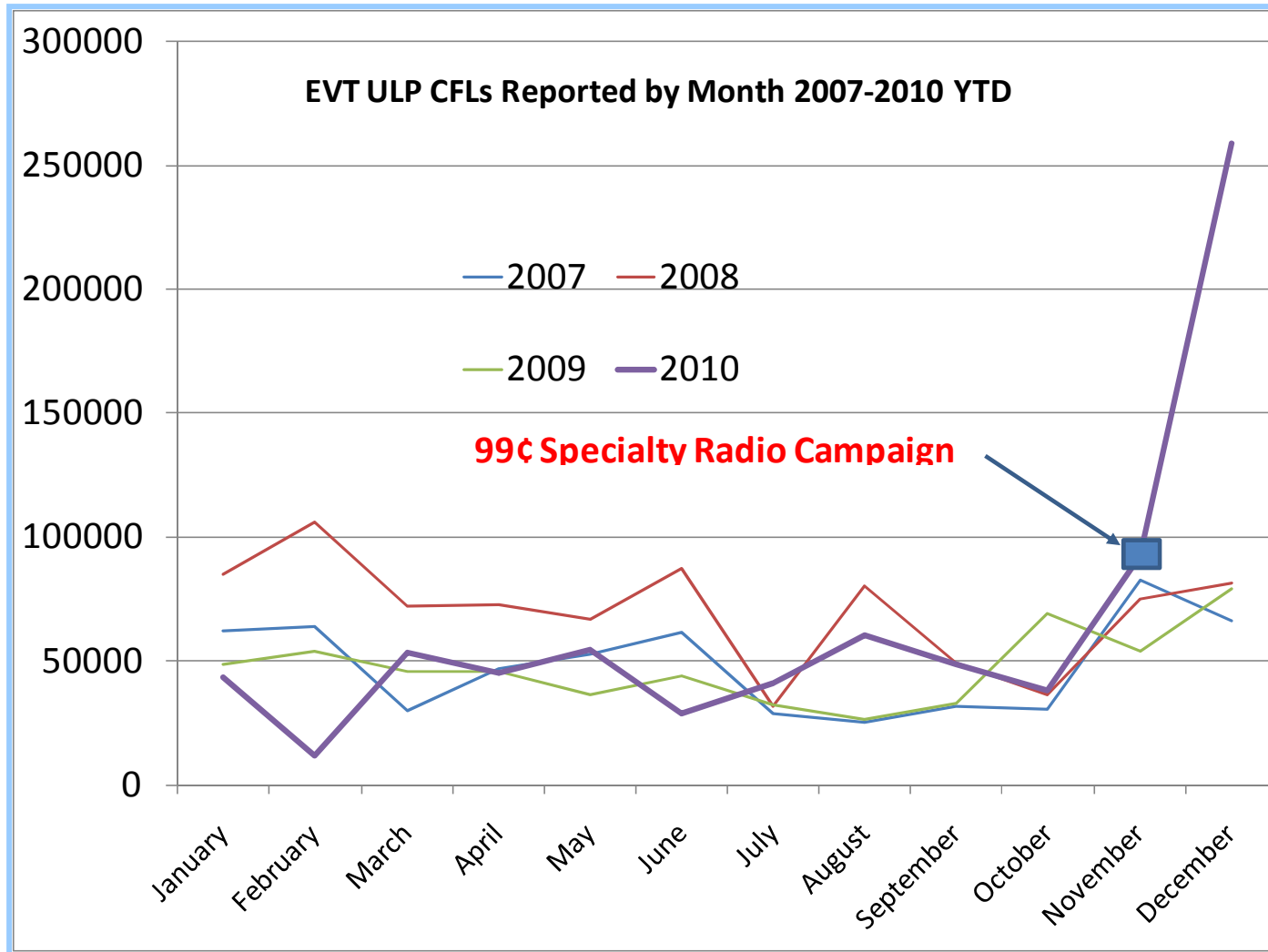
99¢ Specialty bulb promotion

- Statewide radio
- Community print
- Online advertising and paid search
- In-store POP and door signage
- Highlighted on www.encyvermont.com
- Facebook and Twitter promotion
- Watts New? Electronic newsletter

•13x increase in CFL calls to Customer Support*

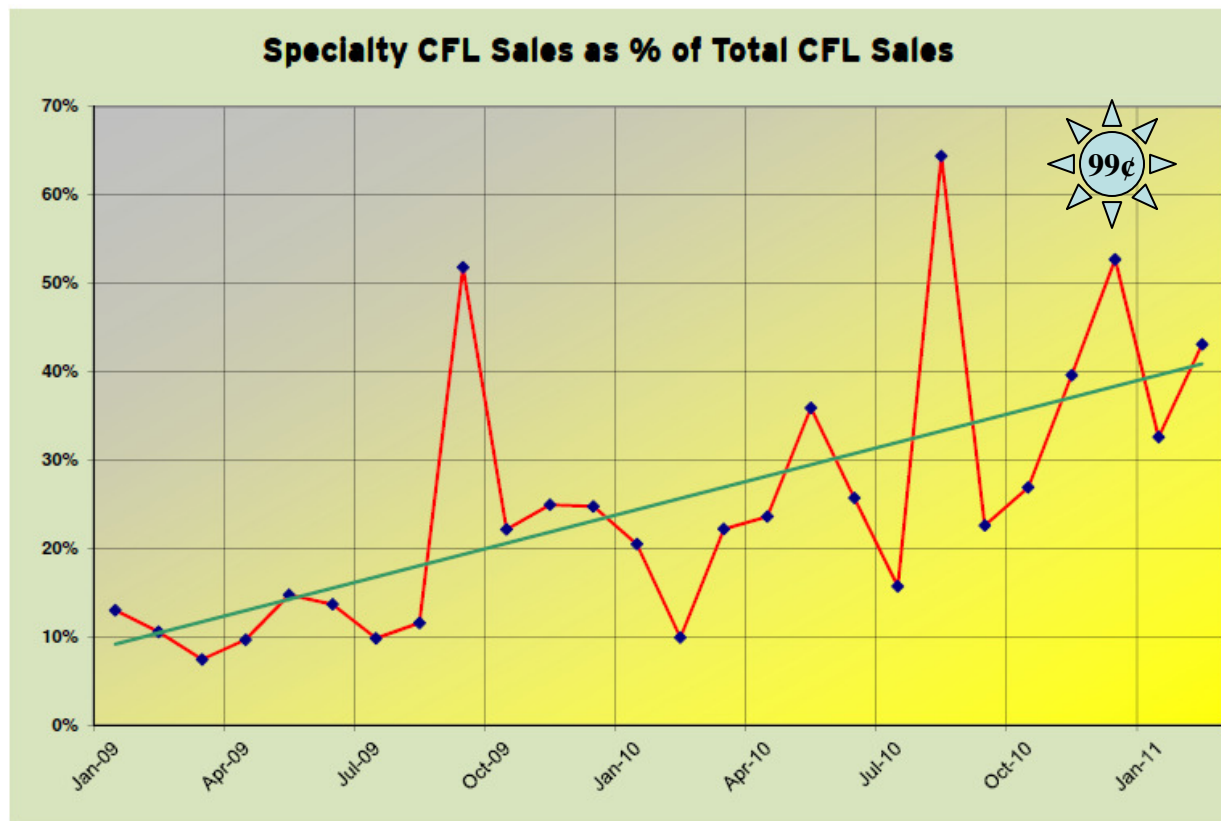
**Oct – Dec 2010*

Getting the Market's Attention



EVT Progression to Specialties

More dimmable and 3-way bulbs available and globe, A-line, candelabra, enclosed ballast...



Advanced Lighting - LEDs in VT

- **2009/2010 - Supported LED Downlights with coupons**
- **2010 - EVT Commercial *iLED* Promotion**
 - Qualified commercial products for spot or downlight applications
 - Criteria based on Design Lights Consortium specification
- **2011 LEDs in ULP program**
 - ENERGY STAR products
 - \$20 Downlights / \$15 -40 Screw-base LEDs
 - #1 - GE Energy Smart A-Style 40W Equiv. in Lowes
 - Additional partners mid-2011
 - Awaiting more qualified ENERGY STAR products



Summary of EVT Lighting Activities

State of the Market

- Retail activity in general down since late 2008
- General participation in CFL promotions has mirrored retail activity

What's New?

- Regional collaboration - NEEP working groups on new approaches and customer messaging (LUMEN group)
- The Bump - \$.99 Specialty CFLs - Is this Market Lift?
- LED Screw based product *in a store near you* (Even in VT!)

QUESTIONS?

