EISA and Retail Lighting Program Design

Michael Russom, Chris Badger, Libby Copeland
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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.efficiencyvermont.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 ULP CFLs Reported by Month 2007-2010 YTD

2007  2008

2009  2010

99¢ Specialty Radio Campaign
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?