CEE Electronics Session

Working Together

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Cape Light Compact

- Efficiency programs for Cape Cod and Martha’s Vineyard
- Part of Massachusetts statewide group
- Part of regional group
- Part of the CEE International Community

Efficiency Vermont

- Nation’s first state-wide energy efficiency utility
- Created in 2000 by the Vermont legislature and the Vermont Public Service Board
- Funded by an energy efficiency charge on VT electric bills
- Works directly with ratepayers to reduce their energy costs
- Participates in regional and national collaboratives

What do programs want?

- Real, Attributable Energy Savings
- Market Share
- Collaborative Programs
- Good data

Program Models

- Downstream – Coupon/Rebate to customer
- Mid-Stream – Rebate to middle agent like a distributor
- Up-Stream – Rebate to manufacturer/ retailer
- Retrofit Model – Replacement of old energy hog for new ENERGY STAR®

Program Considerations

- Baseline – where is the market
- Energy Savings – what is the potential
- Free-ridership – who would have done it without us
- Where are you going?

Timing: When to Share

- Programs generally are on a calendar year basis for 1-3 years
- Generally, plans are submitted in fall from September to November timeframe
- Info is good anytime

Advanced CEE Specifications

- Changing Market
- Appliance advanced specs in the past
- Efficiency Vermont began using CEE Tiers in 2006
- Currently brands appliance promotions as “Save More with ENERGY STAR” using CEE Tiers

CEE TV Specification

- Info from initial screening.
- CA – Tier 2
- NW – Tier 3 (6 months later)
- MA – Tier 4 (6 months later)
- VT – Tier 4, or ENERGY STAR v. 4.0 – Late 2009

Existing and Upcoming Programs

Product/ Technology	Year	CLC	EVT
Advanced Power Strips	2009, 2010-2012	Retail Promotion - upstream	Retail Promotion - upstream
Home Monitors (ie. Black and Decker & Grounded Power, Power House Dynamics)	2010	Deployment in schools and test of 100 homes	2008 Deployment in Green Mt. Power Territory
Home Automation Pilot	2010-2012	Looking now at types of residential systems	Power House Dynamics pilot
TVs, STBs, Monitors, Computers	2010-2012	Upstream and/or replacement analysis now	Upstream and/or replacement analysis now

Next Steps

- Marketing
- Market Share Information/Baseline
- Help us to help you!
- Data requirements
- Summits to discuss?