

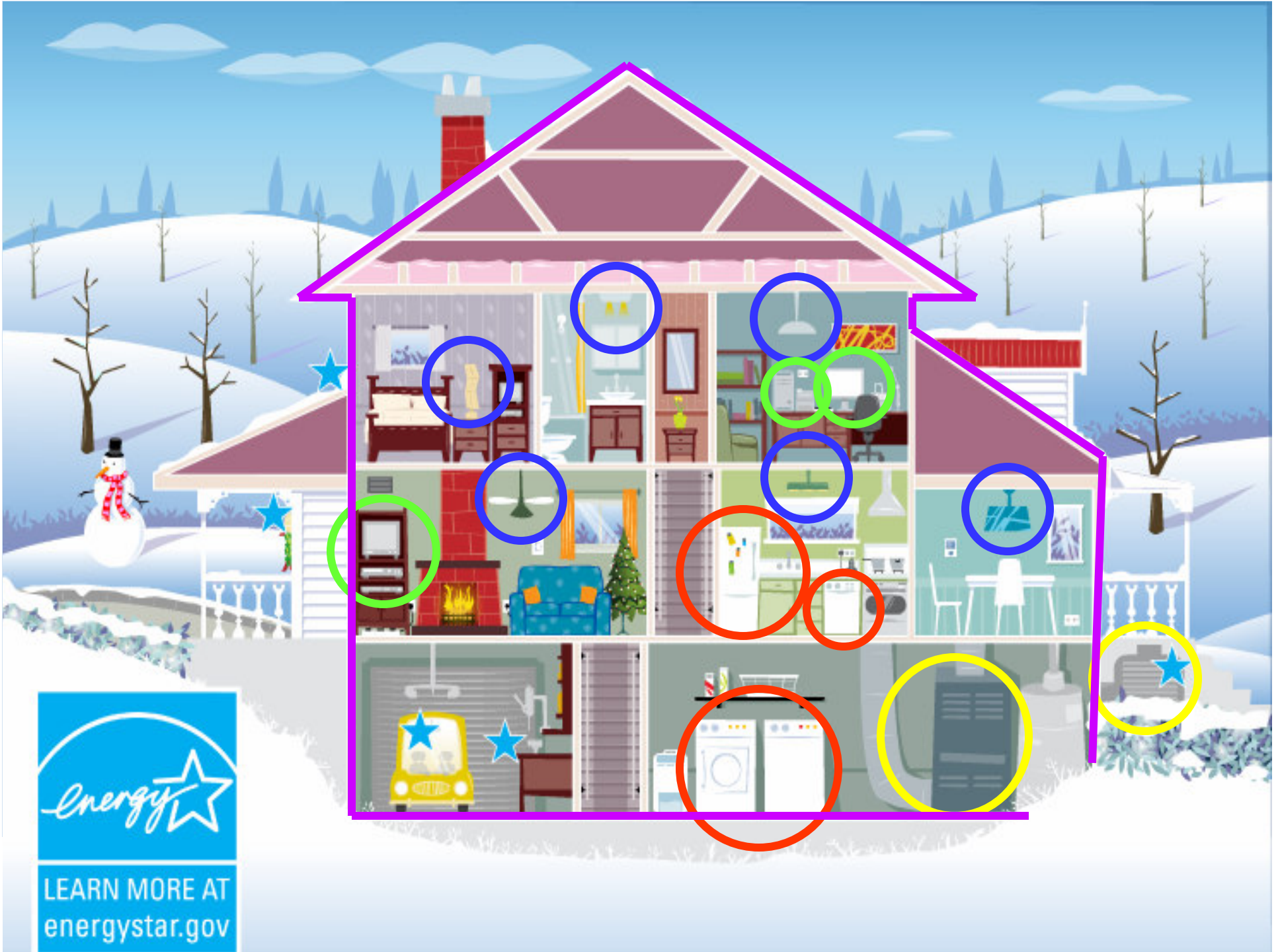
# Residential Sector Priorities

Rebecca Foster

CEE Concurrent Session  
Wednesday January 16, 11:30 – 12:30



Working Together, Advancing Efficiency



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# Staffing

<b>Work Area</b>	<b>Total FTE</b>	<b>Staff Lead</b>
Lighting	1.3	Rebecca Foster
HVAC	0.7	John Taylor
Electronics	0.5	Margie Lynch
Whole House	0.5	New: Margie Lynch Existing: John Taylor
ENERGY STAR	0.5	John Taylor
Appliances	0.3	Eileen Eaton

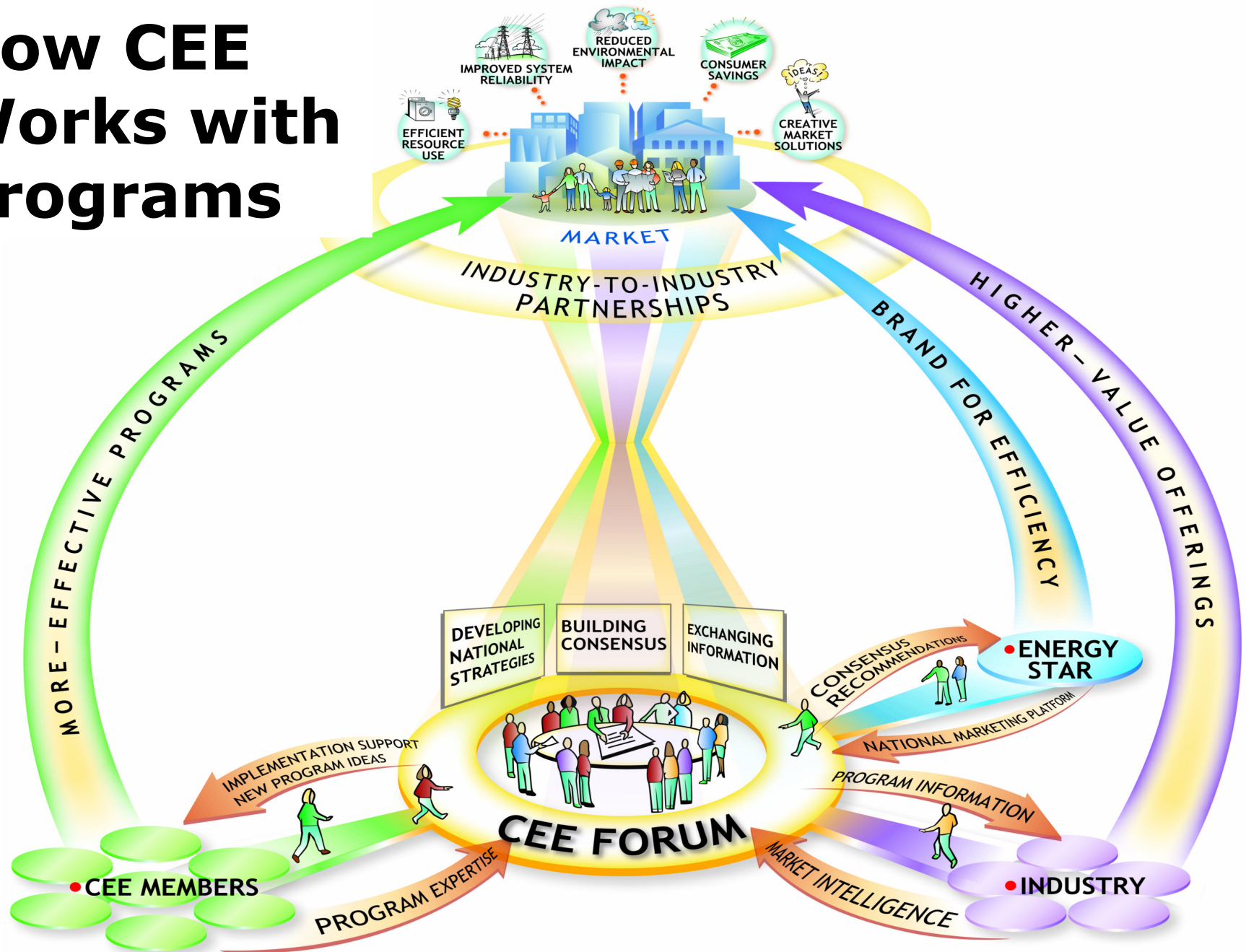


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# Key CEE Functions

- Supporting member programs
- Working with ENERGY STAR
- Working with Industry

# How CEE Works with Programs



# Residential Lighting

Rebecca Foster



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# Strategic Overview

- A dynamic marketplace
  - CFLs making great strides
  - Growth in LEDs
  - Federal standards passed
- Large opportunity for programs

# 2008 Priorities

1. Make progress toward Vision
  - 50% reduction in lighting energy use by 2020
2. Promote new products through LFT
3. Inform SSL program design
4. Work with ENERGY STAR on lighting specs and education

# Residential Appliances

Eileen Eaton



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# Super-Efficient Home Appliances (SEHA) Initiative

- Covers clothes washers, refrigerators, dishwashers and room air conditioners.
- Supports efficiency programs in their efforts to increase the sale and market share of super-efficient appliances.

# CEE Refrigerator Specification

Level	Percent Above the Federal Standard
ENERGY STAR	15%
CEE Tier 1	20%
CEE Tier 2	25%
CEE Tier 3	30%

The ENERGY STAR level is increasing to 20% effective April 28, 2008.



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# Strategic Overview

- Appliances continue to be a worthy area of pursuit:
  - Program design is straightforward.
  - Energy savings are easily captured.
  - Appliance technologies continue to improve their efficiency.

# Top Priorities for 2008

## Specifications

1. Provide comments on revised ENERGY STAR dishwasher and clothes washer specifications.
2. Revisit CEE specifications for dishwashers and clothes washers.
3. Continue to work with water efficiency stakeholders.

# Top Priorities for 2008

## Program Support

4. Continue working with both DOE and EPA to investigate new opportunities, particularly “Save More”.
5. Develop tools for appliance recycling programs.

# Consumer Electronics

Margie Lynch



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# Strategic Overview

- Growth in this category (12-15 percent of household electricity use and growing)
  - Proliferation of products
  - More consumptive (bigger, faster, doing more)
- Savings from other uses in home plateauing
- Need to capture savings from other areas

# CEE Consumer Electronics Initiative

- Framework for addressing existing and increasing electrical consumption by consumer electronics products
- Adopted by CEE Board June 2007

# Initiative Focuses

- Work with ENERGY STAR
- Assist members with consumer education
- Support program development
- Build relationships with industry
- Provide initiative support

# Air Conditioners and Heat Pumps

John Taylor



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# Strategic Overview

## Objective—Efficient In-field Performance

- High efficiency equipment
- Quality Installation
- Proper maintenance

## Equipment:

- Central AC and air-source heat pumps
- Emerging technologies
- Programmable thermostats/controls



# Quality Installation (QI)

Working towards Sufficient Market Conditioners

- Consensus definition
- Credible verification
- Supply side capabilities
- Consumers understand benefits, demand QI
- Brand to enable easy identification of QI

# 2008 Priorities

- Promote CEE's ANSI QI Specification
  - Revise CEE Initiative
- Support rollout of ENERGY STAR QI Program
- Develop QI Verification Protocols
- Support efforts to promote burgeoning technologies (e.g. ductless and evaporative)
- Explore role for maintenance
- Continue to strengthen industry partnerships



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# Whole House

John Taylor

# Strategic Overview

Building science: systems in a home interact

- Understand interactions; incorporate in programs
- Existing Homes
  - Develop logical order of operation for improvements
- New Homes
  - Continue to raise bar to ensure savings
  - Marketing strategy for efficiency (what is “green”)

# 2008 Priorities

- Extend HVAC QI lessons to *Home Performance*
- Ramp up CEE's role in new homes
- Support ENERGY STAR as platform
  - Position strategically relative to competing brands/movements

