



Residential Lighting Breakout Session

Insights and Tools for Moving to
Comprehensive Lighting Programs

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Today's Overall Agenda

- ▶ CEE Background on Comprehensive Lighting Programs
- ▶ Presentations on Program Strategies
 - PG&E's Strategic Direction
 - Nate Bellino
 - SCE's Strategic Direction
 - Richard Greenburg – CFLs, lighting controls, and LEDs
 - Dan Aparicio – lighting fixtures
- ▶ Discuss Relevance to Other Programs

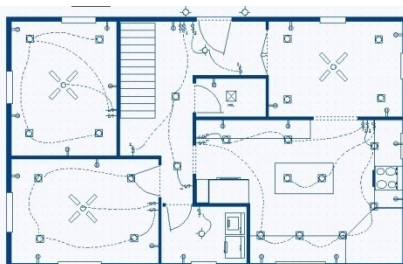
Why are We Looking at Comprehensive Lighting Programs?

- ▶ Claiming energy savings from lighting programs is becoming more challenging
 - New minimum efficiency standards will change the baseline
 - Increased energy efficiency savings targets
 - Talk of market transformation



What is a Comprehensive Lighting Program?

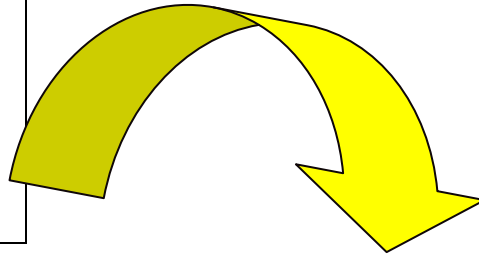
- ▶ A comprehensive lighting program is a program that includes more than one-for-one product replacement
- ▶ It can include any or all of the following components:
 - Traditional technologies
 - Emerging technologies
 - Lighting controls
 - Daylighting
 - Design



How Do Programs Transition to a Comprehensive Lighting Approach?

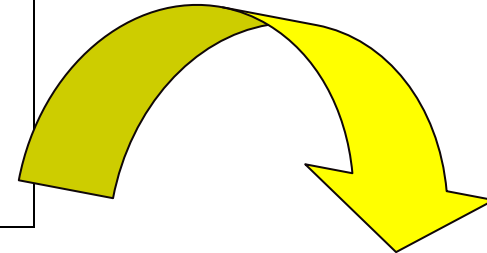
New Programs

- One for one product replacements



Mature Programs

- Continuing with one for one product replacements
- Researching emerging technologies and advanced lighting controls



Advanced Programs

- Running emerging technology programs (SSL, daylighting, controls)
- Comprehensive programs (with design strategies)

CEE Member Presentations

- ▶ Pacific Gas & Electric
 - Nate Bellino
- ▶ Southern California Edison
 - Richard Greenburg
 - Dan Aparicio

How Can We Support this Transition?

- ▶ A Comprehensive Lighting Working Group was formed at CEE's 2009 Industry Partner Meeting
- ▶ Participants include:
 - CEE members
 - Government representatives
 - Manufacturers
 - Trade associations
- ▶ The group has identified several tools they would find useful



Tool 1 – Position Paper on SSL

- ▶ Provides background on efficiency programs to the SSL industry
- ▶ Identifies efficiency programs product and data needs for the inclusion of SSL products

Tool 2 – Program Guide

- ▶ A resource to support programs administrators when designing comprehensive lighting programs
- ▶ It provides necessary background information about the technology and market as well as commonly agreed upon program approaches
- ▶ The current outline for each technology includes:
 - Savings Potential
 - Relevant Market Segments
 - Market Barriers
 - Market Players
 - Program Barriers
 - Program Approaches
 - Applicable Target Audiences

Tool 3 – Consumer FAQ Document

- ▶ A set of talking points that can be used by CEE members and industry partners in their own messaging to consumers to increase consistency in the market.
- ▶ Provide information on the range of technologies in the market and the best application for each.
- ▶ Mention other relevant information:
 - Basic lighting facts (lumens, color temperature, dimmability, energy use, lifetime, and price)
 - Significant market changes (upcoming federal standards and new FTC lamp label).

Tool 4 – Position Paper on Lighting Data Needs

- ▶ Would identify what type of residential lighting data and information efficiency programs need in order to support their programs
- ▶ Would communicate the key pieces of data and how it should be collected to industry stakeholders so they can inform their research

Discussion Questions

- ▶ Are other members employing similar lighting program strategies/approaches?
- ▶ Will the approaches and strategies outlined in the presentations work for other programs? If not, why?

Discussion Questions Continued

- ▼ What are the major obstacles that are preventing residential lighting programs from promoting lighting fixtures, lighting controls, and LED products? (E.g. cost-effectiveness, lack of data)

Discussion Questions Continued

- ▶ Will the tools CEE is working to develop help to overcome some of these challenges?
- ▶ Are there other challenges that aren't being addressed that the Committee would like to consider?

Contact

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