



Lighting Showroom Trial

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Today's Discussion

- Purpose/Objective
- Trial Description
- Saturation Study
- Schedule of Incentives
- Tracking, Reporting & Invoicing
- EM&V Requirements
- ALA Fixture Retailers

Purpose

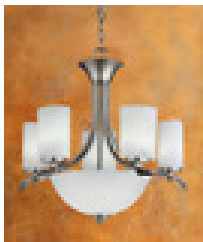
- To test the market's propensity to purchase high end, energy efficient ceiling and wall fixtures given strong market barriers including high cost and reduced performance compared to incandescent (e.g. lack of smooth dimming, lack of instant "On", etc.)

Objective

- To increase retail sales of Energy Efficient lighting fixtures in showrooms

Lighting Showroom Trial Description

- Fixtures – fluorescent, not LED
- Midstream retailer incentives with no limit on incentive use (profit, mktg, price reduction, etc.)
- All products from CEE's Lighting for Tomorrow Design Competition
- Target ten retail locations over 4 months
- Lamps Plus, Lowe's, Mom & Pop retailers



2005 Statewide Res. Lighting & Appliance Efficiency Saturation Study

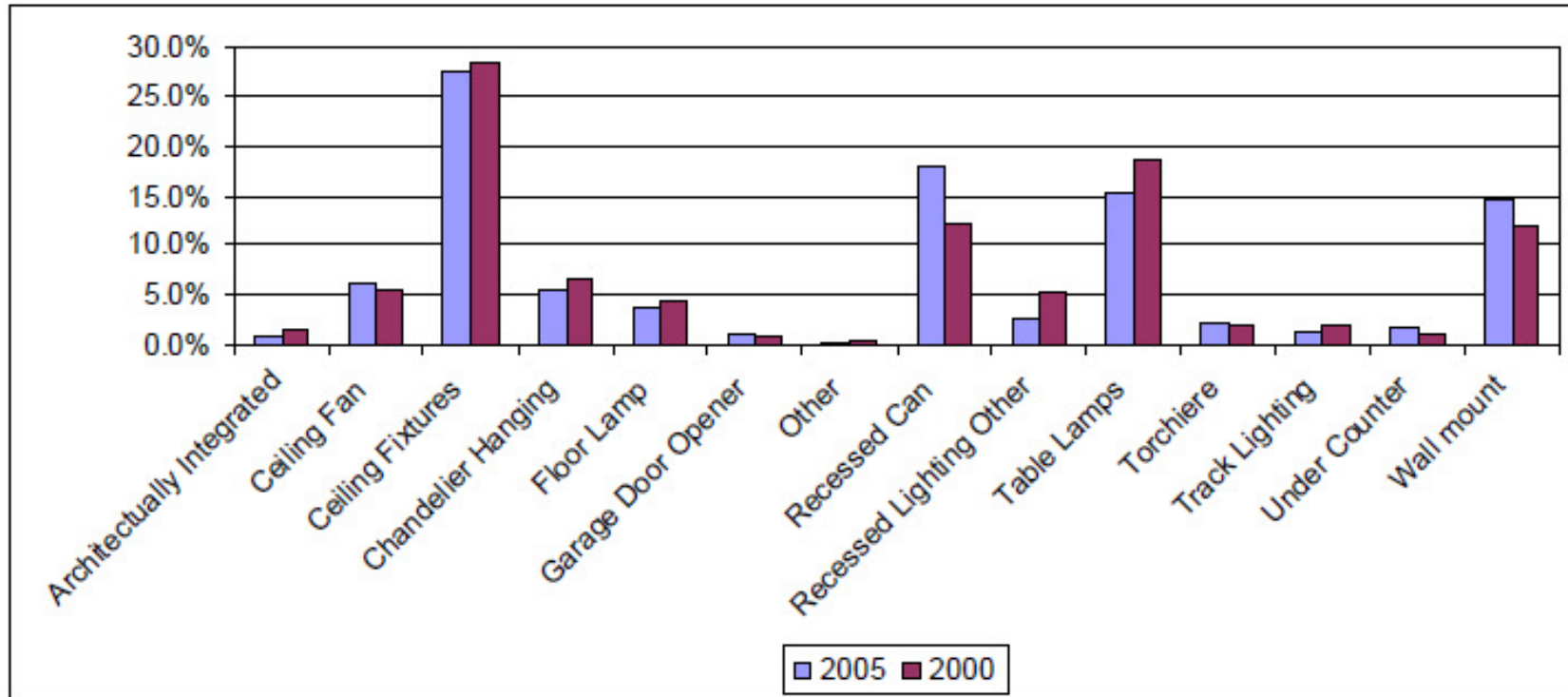


Figure 1: 2005 and 2000 Statewide Fixture Distribution

Schedule of Incentives

Fixture Lumen Range	LFT Winner
<1,100 Lumens	\$5
1,100 to 1,599 Lumens	\$15
1,600 to 1,999 Lumens	\$20
2,000 to 2,599 Lumens	\$25
2,600 to 3,599 Lumens	\$30
3,600 to 4,599 Lumens	\$35
≥4,600 Lumens	\$40

Tracking, Reporting and Enrollment

- All tracking, reporting and invoicing will be based on retail sales data.
- Process to enroll Retailers will be modeled after current ULP process.
- ULP Retailer enrollment includes:
 - Retailer Participation Agreement
 - Incentive level worksheet
 - Reservation Request Form
 - Notification of Allocation

EM&V Requirements

- Develop a inspection plan for the Lighting Showroom Trial
- Establish baseline by requesting sales data for fixtures across all stores in So. Cal. from manufacturers
- Measure increase in sales from baseline to show if lift in sales is due to program incentives
- Create E3 Calculator to measure savings

Questions?