

Residential Sector Overview

CEE Concurrent Session
Wednesday June 11
11:45 – 12:30



Working Together, Advancing Efficiency

Residential Sector Work Areas

Initiatives

1. Lighting
2. HVAC
3. Appliances
4. Electronics



Explorations

1. Whole House
2. Heat Pump Water Heating

Relative Emphasis

Work Area	Total FTE
Lighting	1.3
HVAC	0.7
Electronics	0.5
Whole House	0.5
Appliances	0.3
<i>ENERGY STAR</i>	<i>0.5</i>

Key CEE Functions

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

Residential Lighting

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Strategic Overview

- A dynamic marketplace
 - CFLs making great strides
 - Growth in LEDs
 - Federal standards passed in December 2007

Objective: Help members respond to these changes and continue to deliver savings

2008 Highlights

1. Make progress toward Vision
 - 50% reduction in lighting energy use by 2020
2. Inform SSL program design
3. Encourage new products through LFT

Residential Appliances

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Strategic Overview

- Appliances are a worthy area of pursuit:
 - Program design is straightforward
 - Energy savings are easily captured
 - Appliance technologies continue to improve their efficiency
- Many programs have the need for additional savings

2008 Highlights

1. Support appliances currently covered by the SEHA Initiative
2. Evaluate the savings potential of new technologies
3. Develop a long-term strategy that is supported by the Appliance Industry

Consumer Electronics

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Strategic Overview

- CEE members need to deliver savings from the electronics products category: 12 percent or more of residential electricity use and growing

Objective: Provide tools for CEE member programs to capture savings from electronics

2008 Highlights

1. Prepare a Consumer Electronics Program Guide
2. Develop a CEE super efficient television specification
3. Plan for the fall Industry Partners meeting with the electronics industry

Air Conditioners and Heat Pumps

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Strategic Overview

Objective: Efficient In-field Performance

- High efficiency equipment
- Quality Installation
- Proper maintenance




Quality Installation Remains A Primary Focus



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2008 Highlights

Working towards Sufficient Market Conditioners

1. Consensus definition 
2. Credible verification 
3. Brand to enable easy identification of QI 
4. Supply side capabilities
5. Consumers understand benefits, demand QI

Whole House

Existing Homes: John Taylor, 617-532-0944

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New Homes: Margie Lynch, 617-589-3949 x231

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Strategic Overview

Building Science: Systems in a Home Interact

- Understand interactions; incorporate in programs
- Existing Homes
 - Integrate “widget” programs to maximize savings
 - Move towards home performance
- New Homes
 - Provide discussion forum
 - Assess marketing strategy for efficiency
 - Determine leveraged role for CEE

2008 Highlights

1. Develop “whole house” program models
2. Organize multi-industry event: October 2008
3. Ramp up CEE’s role in new homes
 - Complete program summary
 - Support ENERGY STAR as platform
 - Position strategically relative to competing brands/movements



Questions?