

# NYSERDA's Right Light<sup>SM</sup> Program

Marilyn Dare

Mark Michalski

# Lighting Problem

- Lighting technologies are beginning to blur the line between residential and commercial – creates market confusion
- Market actors lack an understanding of energy efficient lighting design – inefficient use of lighting
- Lack of education provided to the end-user – prohibiting saturation of energy-efficient lighting

# Lighting Solution

- Develop an integrated approach
  - Traditional lighting technologies
  - Emerging technologies
  - Daylighting
  - Control strategies
  - Design templates

# Commercial Right Light<sup>SM</sup> Program

- **Concept:** provide energy-efficient lighting solutions, i.e. design, applications, etc., that are appropriate for specific commercial applications
  - Collaboration with Business Partners (lighting distributors, contractors, designers, architects, and engineers)
  - Training on how proper lighting design can achieve savings better than required by code
  - Tried and True Program – it works!

# Commercial Right Light<sup>SM</sup> Program

- State and National Effort
  - Office of the Future
  - DOE's Commercial Lighting Solutions
  - NEEP's efforts on integrated approaches to lighting
  - ENERGY STAR's Advanced Lighting Design Packages
- Many ways to become educated and get involved in this approach if interested

# Residential Right Light<sup>SM</sup> Program

- **Concept:** provide energy-efficient lighting solutions, i.e. design, applications, etc., that are appropriate for specific residential applications
  - Use a “whole-house” approach to lighting
  - Collaborate with market actors (builders, contractors, designers, electricians, etc.)
  - Provide training on energy-efficient lighting design and applications
  - WIP

# Comprehensive Right Light<sup>SM</sup> Program

- Short-Term Goal (>1 year): Build Awareness
  1. Develop an understanding of current and future market conditions pertaining to lighting and lighting design.
    - a. Conduct 360 degree interviews with key market actors to understand perspectives that impact the lighting market.
    - b. Collect and analyze interview data to develop an understanding of current market conditions, create a lighting hierarchy of key players (rank market actors), and develop strategy on how to reach and educate market actors.
    - c. Identify the needs of market actors and how they can be met through education and awareness.
  2. Develop credible training/curricula for market actors
    - a. Receive an informal and formal training deliverable that can be delivered by various partners
    - b. Use industry and NYSERDA staff to vet the training to ensure it complies with needs.
  3. Build EELD training network
    - a. Increase awareness on the potential of EELD to market actors through targeted marketing and outreach to attract interest.
    - b. Train the trainers
    - c. Develop quality assurance to ensure trainings are quality and being delivered appropriately.

# Comprehensive Right Light<sup>SM</sup> Program

- Mid-Range Goal (1 – 3 years): Gain Acceptance
  1. Develop a saturation plan to expand training and reach market actors through New York State.
    - a. Research Continuing Education Credits (CEUs) for professionals and the possibility of using program incentives to entice program partners to take the training.
    - b. Push policy, i.e. advocate for BPI to add lighting design as part of their BPI Accreditation
  2. Market EELD to the end-user
    - a. Build awareness on EELD through the web site and outreach, develop training tools for homeowners and building managers on the web site
    - b. Encourage lighting showrooms, manufacturers, designers, and other Business Partners to use their resources to promote trainings and their efforts with EELD
  3. Coordinate with regional energy-efficiency programs and other associations
    - a. Share information with others on approach and learn from other regional energy-efficiency programs to refine strategy and approach
  4. Evaluate effectiveness of EELD
    - a. Develop a methodology to evaluate the effectiveness of EELD in homes (kWh savings)
    - b. Develop tracking system to determine level of participation
  5. Implement and modify plan as needed

# Conclusion

- Comprehensive approach will enable NYSERDA to push the entire lighting market forward in NYS
- Engaging and understanding market actors is important to increase lighting efficacy in commercial and residential markets
- Major shift from current residential lighting strategy, but vital to future success and growth for lighting initiatives