

# CEE Industry Partners Meeting

Commercial Lighting Breakout Session  
September 20 2006

Pacific Gas and Electric Company  
Commercial Lighting Program (CLP)  
Albert Chiu



## Commercial Lighting Industry Trends

**PG&E Commercial lighting program (CLP) currently impacted by:**

- **Trends in commercial construction**
  - Customers want Cost Effective Solutions
  - New Construction designs to meet Title 24
  - Whole System approach
- **Program trends and emphases**
  - Program design (Upstream, midstream and downstream)
  - Program focus (Investment, low cost, no cost practices)



## Commercial Lighting Industry Trends

### PG&E CLP currently impacted by:

- **Regulation and reporting requirements**
  - Title 24
  - CPUC goals in EE
    - Only "paid" accomplishment count towards goal
  - PG&E Internal goals for EE procurement
    - EE accomplishments influence amount of energy purchased
    - Shareholder Incentives tied to EE programs
- **Industry Association developments**
  - PG&E regularly communicates with industry association such as CEE, NEMA, IFMA, and BOMA.



## Commercial Lighting - The Next Big Thing

### Given these trends, where are the opportunities for impact in commercial lighting over the next 5 years?

- **Design**
  - Lower lighting levels with better quality light
    - S/P Ratio's Scotopic-Photopic color consideration
  - Lower watts per sq. ft.
- **Particular product families**
  - Fluorescent design
    - Fixture, lamps and Ballast designed as a system
    - Integrated Control System
  - LED Technology
    - Increasing buzz of higher lumens per watt
    - Mainstream Fixture manufacturing



## Commercial Lighting - The Next Big Thing

---

**Given these trends, where are the opportunities for impact in commercial lighting over the next 5 years?**

■ **Behavior**

- Education and awareness
- Changing Buying and Design Habits
- Environmental Education

■ **Marketing**

- Online marketing (business news letter etc.)



## Commercial Lighting - Partnerships

---

**Given these trends, what would be useful partnerships?**

- Industry association support
- Manufacture support
- Continue internal support in EE programs

**What would you want from regulators or from industry, that would make your job easier as we move forward?**

- CPUC regulatory support in EE program
- CPUC EE program M&E expectation
- New EE product developed jointly by manufacturers and IOUs



## Commercial Lighting Program

### ■ **Rebate is paid directly to and only to “Participating distributors”**

- Distributors must complete Distributor Participation Agreement (DPA)
- Distributors will collect some basic PG&E customer information
- Applications are completed via online tool [www.cainstantrebates.com](http://www.cainstantrebates.com)
- Payments sent to Distributors in 2-3 weeks
- Distributors name appear on program participants list
- Co-branding marketing materials are available to participating distributors



## Commercial Lighting Program



### ■ **Upstream Rebate Program**

#### ***Pushing Effect-Upstream***

- **Increase stocking**
- **Sales Reps upselling**
- **Brochures for distributors sales reps to understand the program and technologies**

#### ***Pulling Effect-Customer education and awareness***

- **Account Services promotion**
- **Fact sheet for customers to understand the technologies**
- **Mass mailing**
- **Energy Audit**
- **Field visit with AS and distributors sales reps**

