

# Lighting in New Construction: Lessons in Program Design

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# Overview

- The SW Tackles New Construction
  - Nevada Power / Sierra Pacific Power
  - Utah Power / Pacific Power
- The Opportunity
- The Challenge
- The Approach
- Lessons Learned

# The Opportunity

- Nevada Power / Sierra Pacific Power
  - 35,500 Nevada New Home Starts
  - Strong ENERGY STAR New Homes Presence (46%)
  - If 1/3 of ENERGY STAR Homes included ENERGY STAR Lighting, annual savings = 3.5 Million kWh

# The Challenge

- Nevada Power / Sierra Pacific Power
  - Product Price & Availability
  - Limited Budgets
- Additional Market Barriers
  - Lighting represents 1% builder cost
  - Little to no knowledge of fluorescent technology & design approaches
  - Consumer acceptance
  - Builders are Busy & Reluctant to Change

# The Approach

- Nevada
  - Work with ‘first movers’ (ESTAR Partners)
  - Model Home
  - Assistance developing lighting packages
  - Procurement activity
  - Sales & marketing support

# The Opportunity

- Utah Power / Pacific Power
  - 15,000 Utah New Home Starts Annually
  - Above average home size
  - ENERGY STAR New Homes Program Launch

# The Challenge

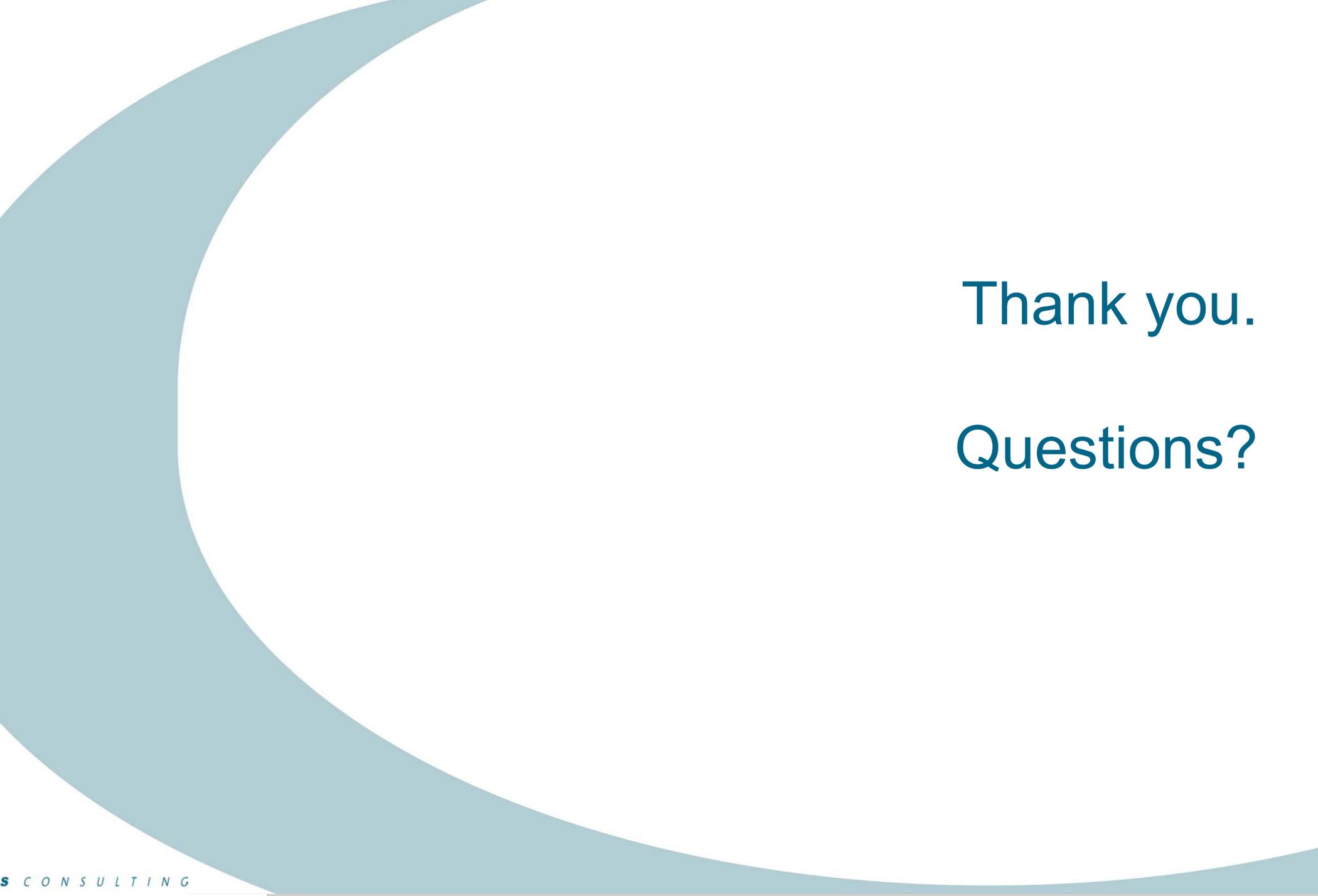
- Utah Power
  - Limited ENERGY STAR presence
- Additional Market Barriers
  - Lighting represents 1% builder cost
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# The Approach

- Utah
  - Lighting 'Plus' Measure
  - Per home incentive
  - Lighting design assistance
  - Manufacturer/Distributor outreach
  - Showroom outreach
  - Sales & marketing support

# Lessons Learned

- Some early lessons from the SW...
  - Upfront design assistance critical
  - Price point issues
  - Focus on early adopter (ES Home Leaders)
- Many lessons from NW...
  - Electrician role
  - Importance of showrooms
  - Understand builder needs
  - Flexibility



Thank you.

Questions?