CALL REPORT

1300 NORTH 17TH STREET, SUITE 1752, ROSSLYN, VA 22209

FROM: **ALEX BOESENBERG**

DATE: **AUGUST 28, 2014**

CONFERENCE CALL: **ENERGY STAR LIGHTING ROADMAPPING MARKET RESEARCH DISCUSSIONS**

The following persons met via telephone conference call from 1:30 to 2:45 pm Eastern:

- Alex Boesenberg, NEMA Staff
- Taylor Jantz-Sell, EPA staff
- Austin Gelder, ICF
- Jenn Dolin, OSRAM Sylvania
- Lucy deButts, DOE
- Carl Bloomfield, Intertek
- Yiting Zhu, RPI
- Laura Drexel, Efficiency Vermont
- Shivani Vyas, UL
- Peter Banwell, EPA
- Dave Lis, NEEP
- Anthony Fryer, ASAP
- Dave Gatto, Westinghouse Lighting
- Kent Wootton, Canadian Tire
- Laura Wilson, Navitas Partners
- Mike Buzard, A2LA
- Adam Borut, Eco Hatchery
- Pamela Abraham, Philips
- Aimee Brown, CLEAResult
- Pekka Hakkarainen, Lutron
- Michael Russom, Efficiency Vermont
- Liz Crumpacker, ASE
- Kevin Youngquist, Earthtronics
- Bob Horner, IES
- Robert Soler, LSGC
- Howard Wolfman, Lumispec Consulting
- Lisa McCleer, GE
- Jenni Francis, Bonneville Power Administration
- Joel Smith, PSE
- Eileen Eaton, CEE
- Gillian Saidman, Globe Electric Company
- My Ton, CLASP
- Cheri Davis, SMUD
- Marianne DiMascio, ASAP

NEMA staff welcomed participants and reminded them to conduct the call in accordance with NEMA guidelines.

NEMA staff then briefly summarized the discussions of the working group during previous calls and meetings.

The purpose of the call was to continue discussions about the future needs/desires of Lamp consumers and how the ENERGY STAR Lamps Program might address the accompanying issues.

Ms. Jantz-Sell then spoke welcoming the group and introduced Ms. Laura Wilson.

Ms. Wilson took the floor and reviewed a presentation she previously emailed to participants (document title "ENERGY STAR Lighting Roadmapping Research Approaches 8-28-14").

There were numerous general comments and questions.

Regarding approach #1, a member of OSRAM Sylvania noted that they perform an annual socket survey which might be useful.

Regarding approach #2 it was remarked that this approach might be more flexible than #1. It was observed that this approach might be more emotionally-based, and it was suggested that this might not be inappropriate for the topic.
Details/discussion on how to merge and incorporate retail data and consumer psychology data into this approach was solicited.

Regarding approach #3 a participant asked if CFLs were intended for inclusion, since the wording was heavily tilted towards, LED products. CFLs were not meant to be fully excluded from the potential approach. A participant asked if halogen was or could be included and was reminded that the ENEGY STAR program does not include halogen products in scope.

There was some discussion about how to reach non-adopters of new technology. It was suggested that an examination of reasons for why those who have already adopted the technology did so might be useful.

A participant with rebate and retail experience noted that price was a driving factor, and when the per-lamp cost for CFLs was brought down to roughly $1 they saw increased adoption.

Regarding a recommendation for research or surveys, it was noted that there are already many sources of information, studies, etc., and that is the intent behind the Lighting Library that CLASP is assembling for this working group. Participants were again reminded to submit data, surveys, reports and other materials to this assembly. Submissions and links can be sent to Mr. My Ton of CLASP at mton@clasponline.org.

Tools like Survey Monkey could also be used (NEMA has this capability) if a distribution list or outreach method to reach the target audience can be identified and a survey constructed.

Working group members with suggestions and feedback on the presentation are invited to send them to Ms. Wilson at lwilson@navitas-partners.com.

Participants are encouraged to respond to working group discussions via the email reflector, to include all members in the discussion energy-star-lighting-market@lists.nema.org

The group was reminded that there will be a roadmapping update presentation and meeting at the upcoming ENERGY STAR Partner's Meeting in Phoenix AZ in October 2014. The time for Roadmapping discussions and working group is set in the EPA agenda for 2-5PM Wednesday October 29.

The next webinar meeting and teleconference of this group will be in late Fall or early Winter. A notification will be sent in advance via email.

There being no further business, the meeting was adjourned at 2:45pm

Reviewed by Counsel
CRS 9/4/14

Alex Boesenberg
Regulatory Affairs Manager
September 2, 2014