Lighting the Way Ahead

Cheri Davis, Energy Efficiency Program Planner
ENERGY STAR Products Partners Meeting
October 29, 2014
About SMUD

- 605,000 customers
- 2nd largest muni in California, 6th largest in the US
- 900 square miles
- $1.4 billion in revenue
- Not-for-Profit Utility
- Elected Board of Directors
- 3299 MW peak load
- 2034 employees
The Basics: SMUD’s Upstream Lighting Program
LEDs are positioned to knock CFLs out of SMUD’s portfolio ... entirely!
SMUD’s going all-LED!
SMUD’s going all-LED!
LED incentives dropping fast!

Average LED Incentive (800 Lumen A-lamp)

<table>
<thead>
<tr>
<th>Year</th>
<th>Incentive</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>$10.50</td>
</tr>
<tr>
<td>2012</td>
<td>$9.00</td>
</tr>
<tr>
<td>2013</td>
<td>$7.00</td>
</tr>
<tr>
<td>2014</td>
<td>$5.50</td>
</tr>
<tr>
<td>2015</td>
<td>$4.00</td>
</tr>
<tr>
<td>2016</td>
<td>$3.00</td>
</tr>
<tr>
<td>2017</td>
<td>$0.00</td>
</tr>
</tbody>
</table>
Getting Best in Class LEDs

• SMUD requires dimmability for most lamp types

• SMUD pays MORE for:
  – High CRI & R9
  – Long warranty period (5 yrs)
  – Higher efficacy
New Approaches: Collaborating for greater impact

Western Regional Utility Network (WRUN)
Western Regional Utility Network

- 50+ Utilities
- 7 States
- 69+ Million consumers
- 20%+ of the retail market
- $194+ Million in incentives
From: "SMUD" <info@smud.org>
Date: October 8, 2014 at 8:40:32 AM PDT
To: "CHERI DAVIS"
Subject: Save 65% on Cree LED light bulbs
Reply-To: info@smud.org

Save 65% on Cree LED bulbs

SMUD is teaming up with The Home Depot and Cree to offer an instant discount on LED bulbs.

Use promo code CREE5GIN95 during check out at homedepot.com to purchase a package of six Cree LED bulbs for $49.70—a savings of $37.12 per six-pack. This single-use promo code offer is only available to SMUD customers and only online.

Cree LED bulbs look and light like the incandescent bulbs you love and are affordably priced. Backed by a 10-year warranty, Cree LED bulbs shine brightly while using at least 84% less energy and are designed to deliver up to 25,000 hours of light for your home.
WRUN Online Pilot

Shopping Cart

FREE Shipping on eligible items. (see details)

<table>
<thead>
<tr>
<th>Item</th>
<th>How To Get It</th>
<th>Unit Price</th>
<th>Quantity</th>
<th>Item Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cree 60W Equivalent Soft White (2700K) A19 Dimmable LED Light Bulb (6-Pack)</td>
<td>Ship to Home Free</td>
<td>$19.70</td>
<td>1</td>
<td>$19.70</td>
</tr>
<tr>
<td>Model # BA19-08027OMF-12DE26-2U100</td>
<td>Estimated Arrival: OCT 15 - OCT 17</td>
<td>$56.82</td>
<td></td>
<td></td>
</tr>
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</table>

Promotion Code
If you have a promotion code, please enter it here. Please note that promotion codes are case-sensitive.

- CREE5VZGUJ

ADD TO LIST
REMOVE

CHECKOUT NOW

Check out with PayPal
WRUN Online Pilot

- 235,000 emails sent out
- Open rate: 19.0%
- Click through rate: 9.5%
- Over half made a purchase!

Why we’re happy:
- Low cost effort
- High impact
- Good PR

Next up: Customer satisfaction surveys!
New approaches: Mobile Retail
Welcome to The Light Bar

Purchase premium LED lighting products for a fraction of the cost.

How much light do you need?

Brightness is measured in lumens. More lumens = more light. The chart below shows the amount of light you’re used to getting from your old incandescent light bulbs. Next, find the bulb that delivers your desired brightness with the least number of watts.

<table>
<thead>
<tr>
<th>Bulb Type</th>
<th>Brightness</th>
<th>450 Lumens</th>
<th>800 Lumens</th>
<th>1100 Lumens</th>
<th>1600 Lumens</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Incandescents</td>
<td>40W</td>
<td>60W</td>
<td>75W</td>
<td>100W</td>
<td></td>
</tr>
<tr>
<td>New Halogen Incandescents</td>
<td>29W</td>
<td>43W</td>
<td>53W</td>
<td>72W</td>
<td></td>
</tr>
<tr>
<td>CFLs</td>
<td>9W</td>
<td>14W</td>
<td>19W</td>
<td>23W</td>
<td></td>
</tr>
<tr>
<td>LEDs</td>
<td>6.8W</td>
<td>9.13W</td>
<td>14.17W</td>
<td>18.22W</td>
<td></td>
</tr>
</tbody>
</table>
New approaches: Mobile Retail
The future of SMUD lighting programs

• More online projects
• Try out midstream approaches
• More lighting with special features:
  – Tune-able
  – Programmable
  – Motion-sensing
Responsive Lighting

Meet Alba
The world's first responsive lightbulb.

Pre-Order
Watch the Video
Responsive Lighting
Final Thoughts

California

Energy Star

SMUD
Final Thoughts

Price ↓
Quality ↑
Reliability ↑
Efficiency ↑
Performance ↑
Final Thoughts

At the rate we’re going, how much longer can we continue before the market is saturated?

We’re riding the wave while we can!
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Program Manager: Debbie Hanner Deborah.Hanner@SMUD.org