



Modifying the LED Approach to Respond to a Fast-Changing Market

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October 22, 2012

Overview

- State of the Lighting Market
- History of Lighting Incentives
- Efficiency Vermont Two-Step Approach to LEDs
- First Step: Setting LED Incentives - Progression and Current LED Incentives
- Second Step: New Education Campaign
- 2013 and Potential Future Initiatives
- Questions

Current State of Lighting

- Across the country, regulations and emerging technologies have changed how customers have to shop for lighting
- Prices changing rapidly
- Different technology on the shelves
- New products coming to market everyday
- Still savings to be had! In Vermont, only ~35% socket saturation

Efficiency Vermont Lighting Program History



LED Screw-based bulbs - Midstream

LED Downlights - Midstream

Vermont Foodbank Promotion

LED Downlights - Coupons

Specialty CFLs - Coupons

CFL Fixtures – Midstream

Specialty CFLs - Midstream

Standard CFLs - Midstream

CFL Fixtures – Coupons

Standard CFLs - Coupons

2000

2002

2004

2006

2008

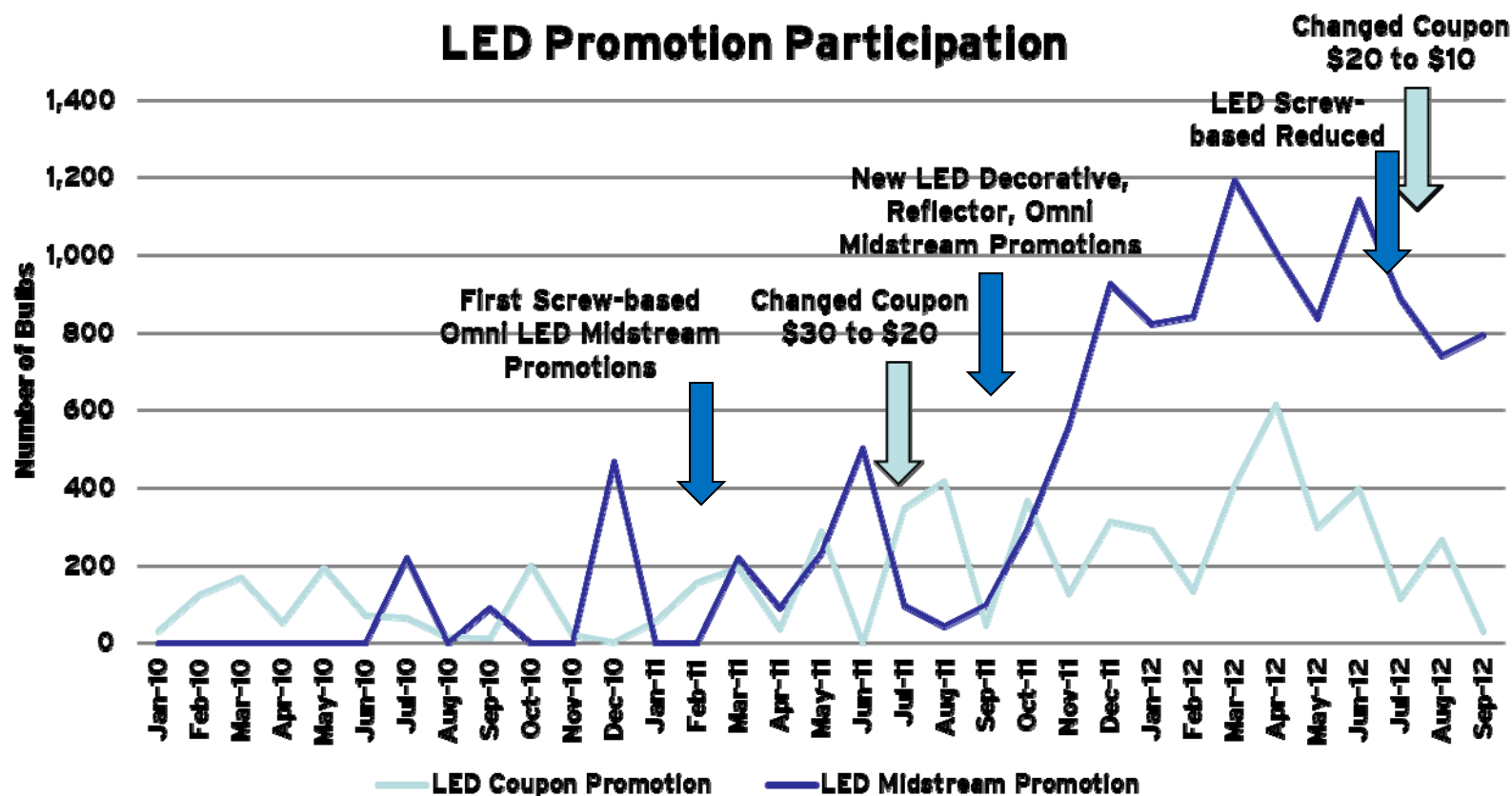
2010

2012

How to Keep the LED Promotions Effective?

- Reliance on ENERGY STAR®
 - All lighting products must be ENERGY STAR due to strict qualifying criteria and third-party testing
- Two Pronged Approach
 - First Step: Set appropriate incentive levels and requirements criteria
 - Second Step: New lighting education campaign to guide customers on lighting options - Love Your Light

Tracking LED Promotions



Shifting LED Incentives

- LED Downlights

- From \$30 to \$20 to \$10
 - Retail prices have decreased
 - More products on the market
 - More customer interest

- Screw-based LEDs

- In 2011, started with \$20 for select omni-directional ENERGY STAR A19s
- Added more screw-based LEDs at select retailers
 - Realized lumen restrictions were necessary
- Special L^oPRIZE[®] promotion



First Step - Setting the Incentive

<u>LED Type</u>	<u>2012 Incentive (Jul-Dec)</u>
LED downlight	\$10
LED A19 omni-directional	\$10
L-Prize A-style winner	\$20
LED screw-based directional – under 750 lumens (~15W)	\$10
LED screw-based directional – over 750 lumens (~15W)	\$15
LED decorative - over 100 lumens	\$5

Cost-effectiveness?

LED Downlights

- Jan 2010 – July 2011

\$30 Incentive = **\$348 / MWh**

- July 2011 – July 2012

\$20 Incentive = **\$246 / MWh**

- Aug 2012 – Sept 2012

\$10 Incentive = **\$172 / MWh**

LED Screw-based

- Feb 2011 – July 2012

\$20 Omni A19 Incent. = **\$135 / MWh**

- Sept 2011 – July 2012

\$10 Omni A19 Incent. = **\$130 / MWh**

- Sept 2011 – Sept 2012

All Non-Omni (\$15, \$10, \$5) = **\$168 / MWh**

Lightings' Changing Landscape

Challenge: Lighting Technology Confusion



Second Step - New Campaign: Love Your Light

LOVE *your* LIGHT
FOR ONLY
.99¢

Standard ENERGY STAR® Spiral CFLs
Limit 12/residential OR 25/business Vermont electric account.

Efficiency Vermont

LOVE *your* LIGHT

Light bulbs come with a new label to help you pick the right one for you. It's just like the nutrition label on food packaging. To get the right bulb, look for ENERGY STAR® and then just pick your brightness, your color, and your savings.

For more information and other ways to save, visit www.efficiencyvermont.com.

Efficiency Vermont

1 PICK YOUR BRIGHTNESS.

Brightness is measured in "lumens." The higher the lumens, the brighter the bulb. To replace a 100-watt standard incandescent bulb, look for a 1,600 lumen bulb. For a 75-watt replacement, look for 1,110 lumens. For a 60-watt replacement, look for 800 lumens.

2 PICK YOUR COLOR.

Light appearance tells you the color of light a bulb produces. For a warmer light similar to a standard incandescent bulb, look for something around 2,700-3,000K. For a whiter light, try 3,500-4,100K, or for a bluer light, try 5,000-6,500K.

3 PICK YOUR SAVINGS.

When comparing different bulbs (such as CFLs and LEDs), check the Estimated Yearly Energy Cost to determine the amount of money you'll spend to use that bulb each year. The lower the number, the more you save.

Lighting Facts Per Bulb	
1	Brightness 800 lumens
	Estimated Yearly Energy Cost \$1.69
	Based on 3 hrs/day, 11¢/kWh.
	Cost depends on rates and use.
	Life Based on 3 hrs/day 7 years
2	Light Appearance
	Warm 2700 K Cool
	Energy Used 14 watts
	Contains Mercury
	For more on clean up and safe disposal, visit epa.gov/cfl



LOVE
your
LIGHT

IT'S AS EASY AS 1, 2, 3.

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2013 and Future Initiatives?

- 2013 Q1 & Q2: Keep LED incentives constant
- Expand: Add more retail and manufacturing partners
- Explore new promotion models: e.g., a targeted downlight initiative with U.S. EPA, distribution through our Foodbank partnership
- Most important: Continue to invest in LEDs to encourage
 - Market adoption
 - Customer awareness that not all bulbs are created equal!

Questions?

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