

# NYSERDA's Residential Point of Sale Lighting Program

October 22, 2012

# NYSERDA

- Public Benefit Corporation established in 1975
- Mission statement includes energy, environment and economy
- Incentive programs for residential, commercial, multifamily
- R&D, workforce development, renewables, and other activities

# Two birds, one stone

- Point of Sale Program is intended to be a resource acquisition AND market transformation program.
- Component of New York Products Program
- Targets lighting retailers and manufacturers



# Reduced cost-effectiveness



$$54 \text{ kWh} + \$1.50 \text{ incentive} = \$0.028 / \text{kWh}$$



$$54 \text{ kWh} + \$3.00 \text{ incentive} = \$0.056 / \text{kWh}$$



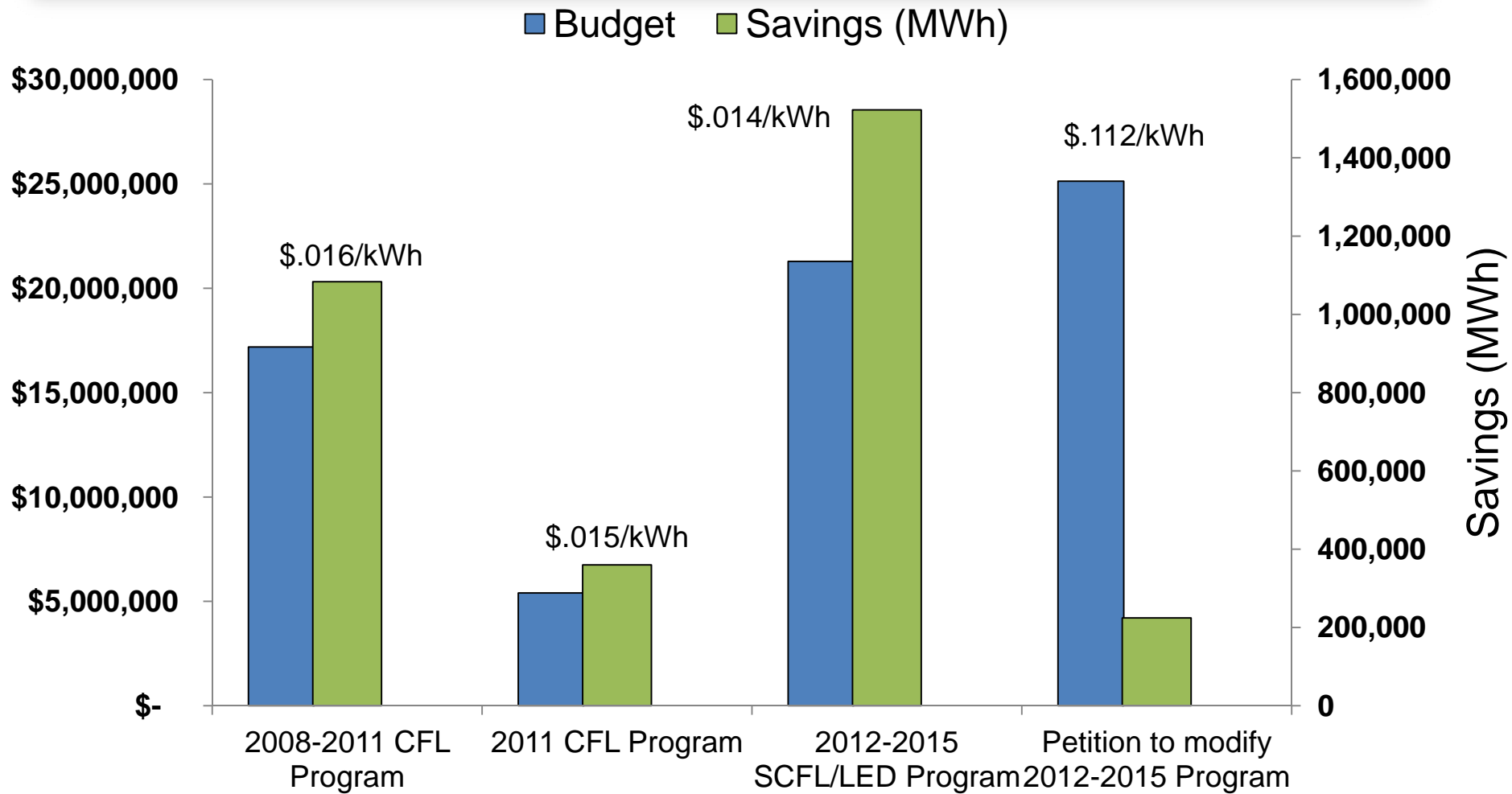
$$58 \text{ kWh} + \$8.00 \text{ incentive} = \$0.138 / \text{kWh}$$

- + decreased NTG ratios
- + changing baseline
- + increased marketing needs

# Regulatory Landscape

- Increasing role of retail lighting in EEPS portfolio (NY 15 x 15 goal)
- Prior CFL program evaluation led to removal of incentives for standard CFLs
- Gap created in 15 x 15 goal

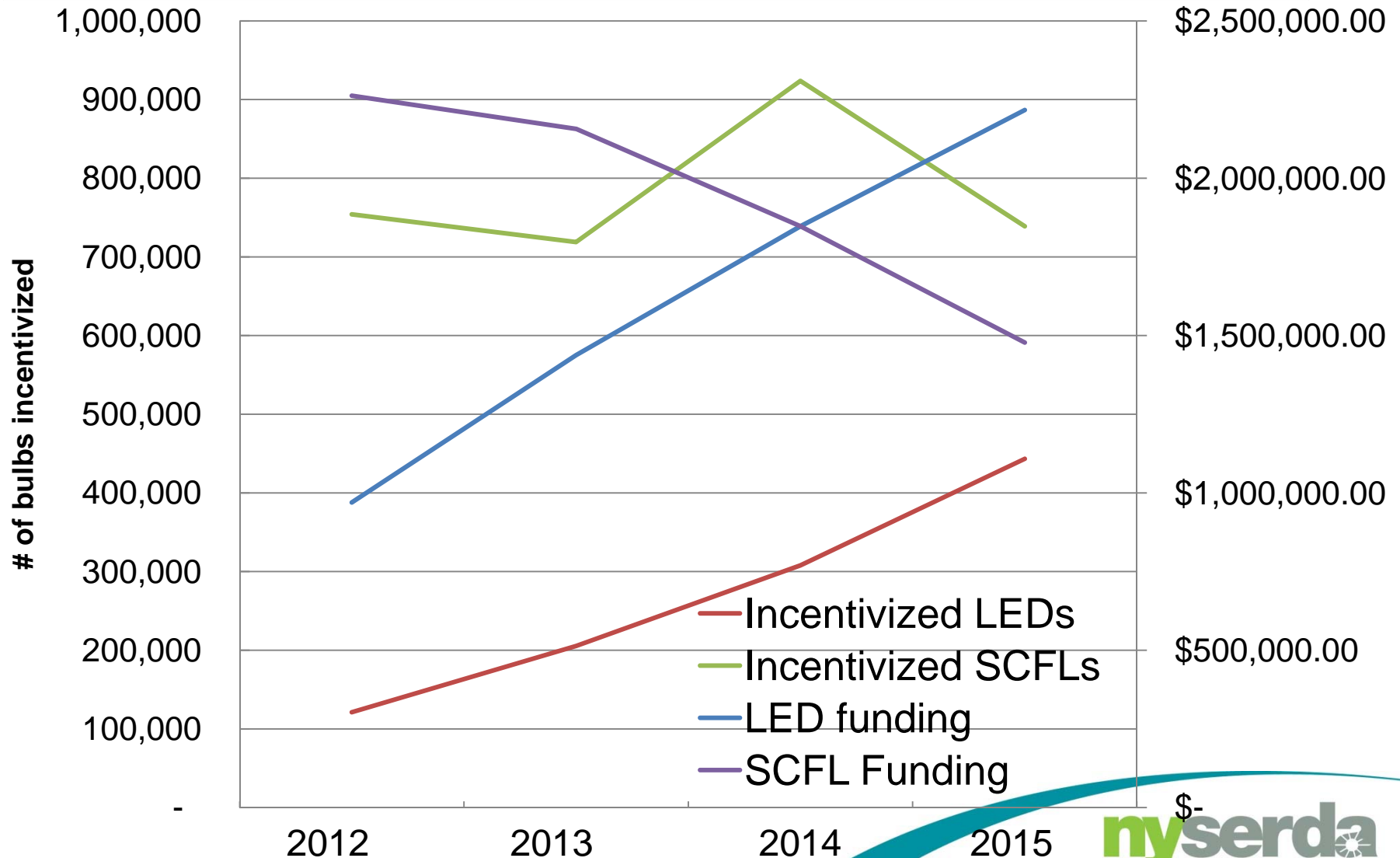
# Managing Budgets, Targets, and Expectations



# Program Modifications

- Incentivizing SCFL and LED only (\$3 and \$8, respectively)
- Requiring cost-share in terms of POP marketing and other educational material

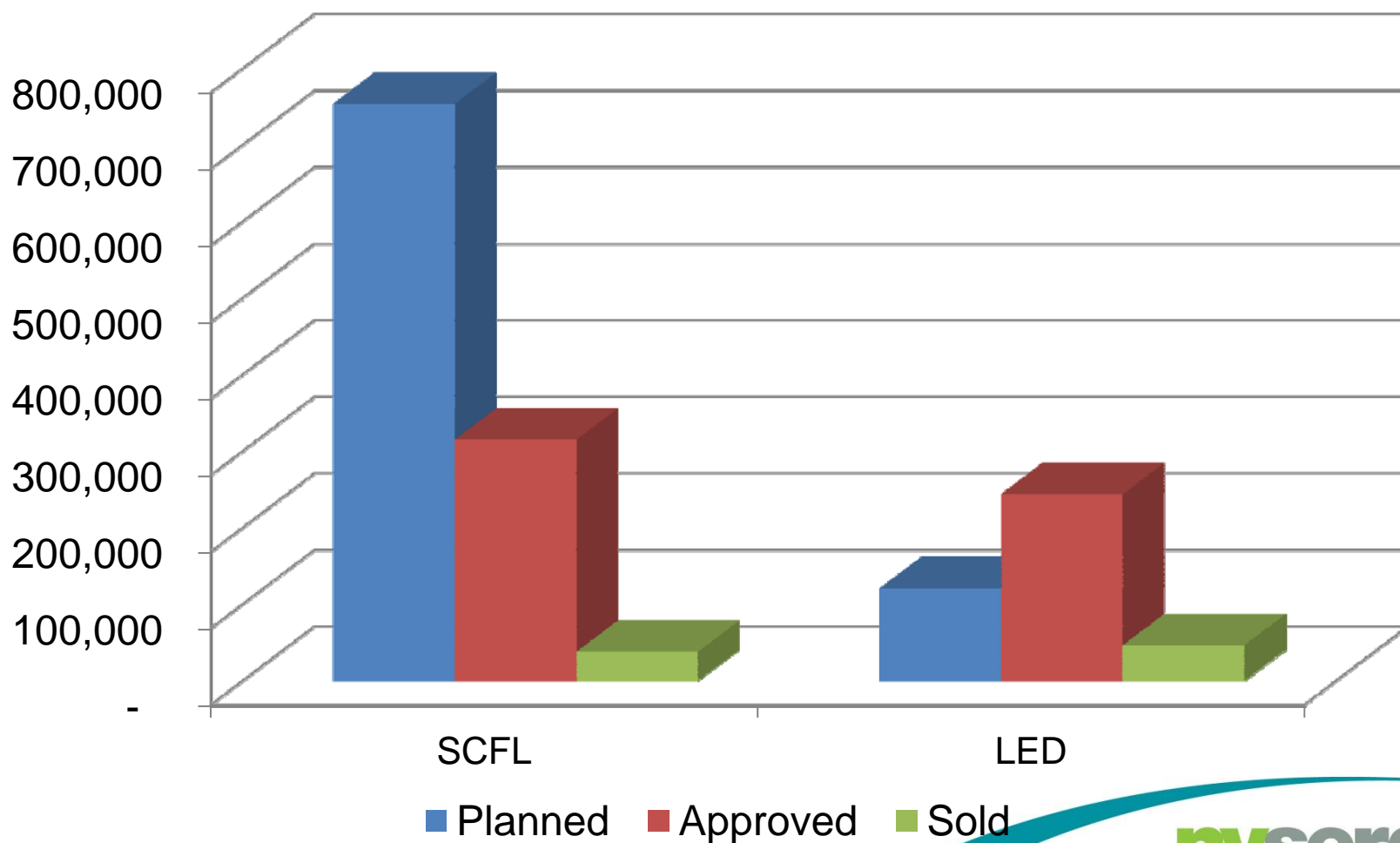
# Current Program Projections





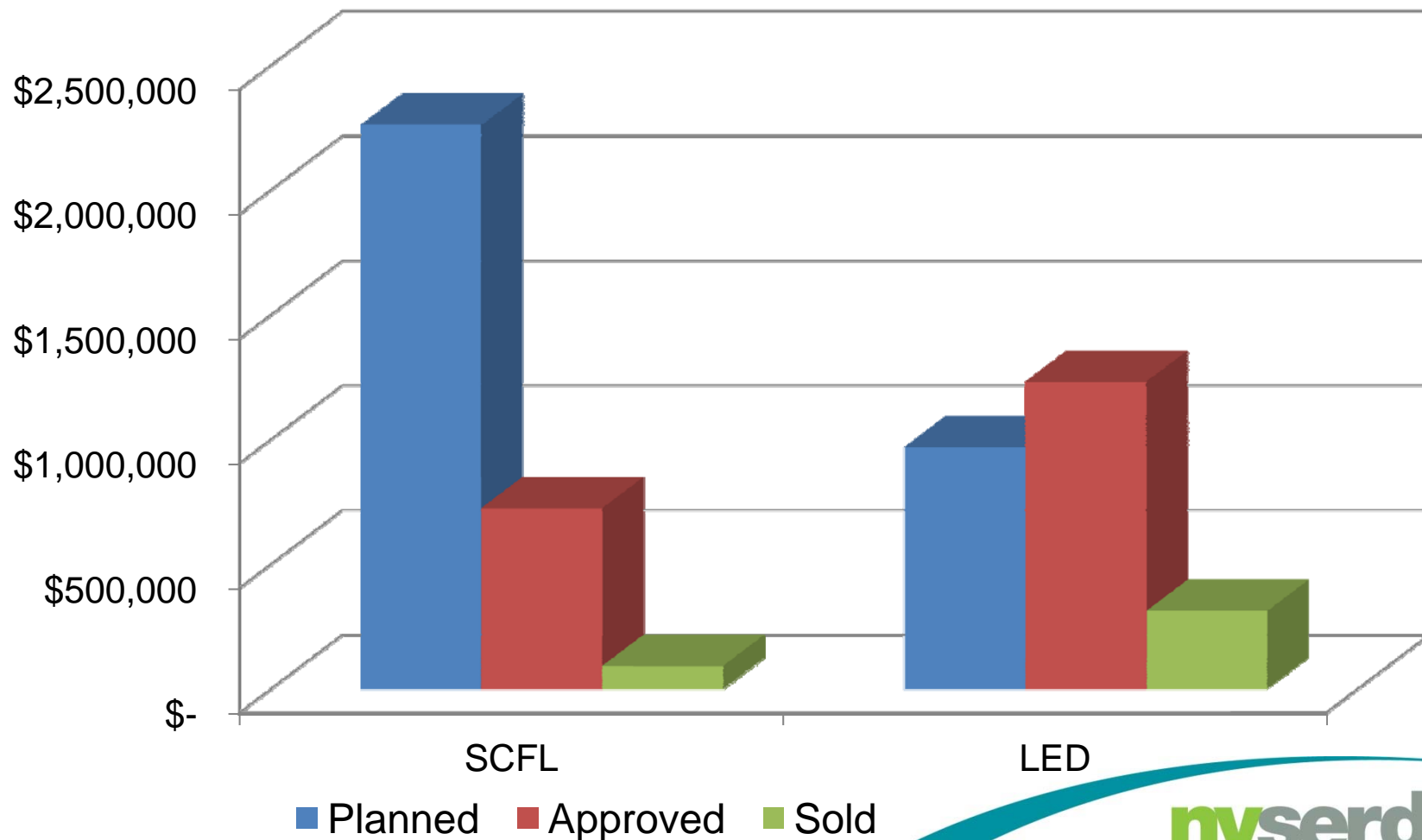
# Current Program Performance

Number of Lamps



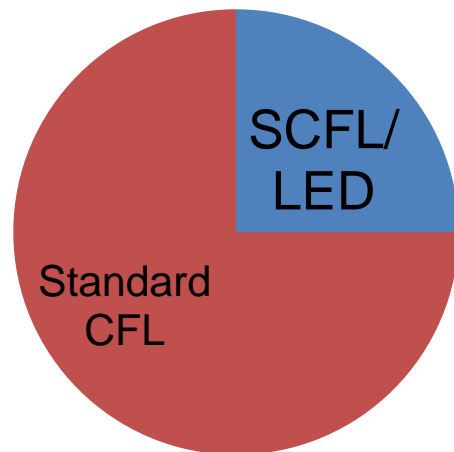
# Current Program Performance

**\$ Value of Lamps**



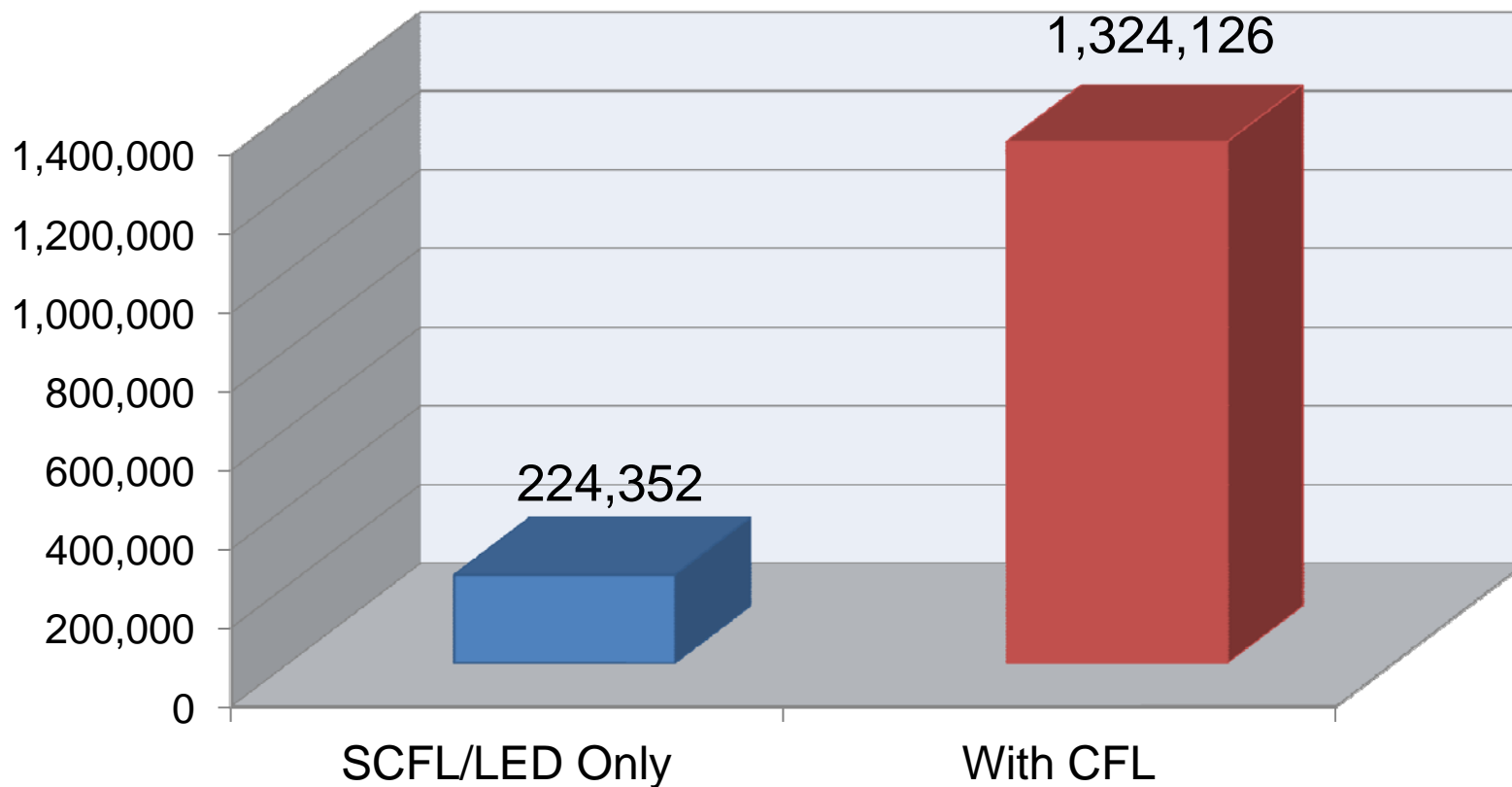
# Proposed Program Modifications

- NYSERDA has proposed shifting funds back to standard CFLs using a market lift model
- Action expected to be taken in late 2012
- Proposed incentive budget



# Improved Program Performance

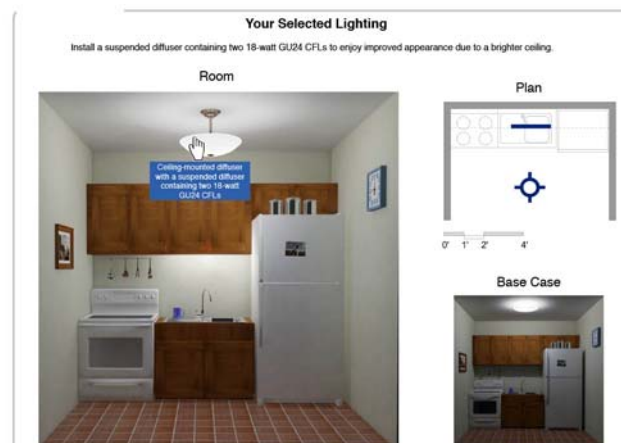
## Savings (MWh)



SCFL/LED	\$0.11 / kWh
With CFL	\$0.02 / kWh

# LRC Lighting Patterns Book

- Shows how to implement efficient, high-quality lighting in residences
- Provides guidance on lighting techniques and technologies
- Update of 1996 pattern book
  - Web-based
  - Interactive
  - Incorporate new technologies updated pricing, additional rooms
- Two annual updates



# LRC Lighting Patterns Book

- Ensure that the lighting patterns are relevant to geographic regions outside New York
- Add multimedia elements
- Lighting design customization scoping study
- Produce derivative materials
- Search field
- Multiple-room summary
- Information printing and downloading



# Thank You!

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