NYSERDA’s Residential Point of Sale Lighting Program

October 22, 2012
• 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 kWh + $1.50 incentive = $0.028 / kWh

54 kWh + $3.00 incentive = $0.056 / kWh

58 kWh + $8.00 incentive = $0.138 / kWh

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

The graph shows the comparison of budget and savings in MWh for different programs from 2008-2011 CFL Program, 2011 CFL Program, 2012-2015 SCFL/LED Program, and the Petition to modify 2012-2015 Program. The budget values are represented by blue bars, and the savings values are represented by green bars.

- 2008-2011 CFL Program: Budget $0.016/kWh, Savings $0.014/kWh
- 2011 CFL Program: Budget $0.015/kWh, Savings $0.015/kWh
- 2012-2015 SCFL/LED Program: Budget $0.12/kWh, Savings $0.112/kWh
- Petition to modify 2012-2015 Program: Budget $0.12/kWh, Savings $0.112/kWh

The y-axis represents the savings in MWh, with a range from $0 to $30,000,000. The x-axis represents the program years and the specific programs.
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

- Incentivized LEDs
- Incentivized SCFLs
- LED funding
- SCFL Funding

Energy, Innovation, Solutions.
Current Program Performance

Number of Lamps

- SCFL
  - Planned: 800,000
  - Approved: 400,000
  - Sold: 100,000

- LED
  - Planned: 300,000
  - Approved: 200,000
  - Sold: 100,000

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Energy, Innovation, Solutions.
Current Program Performance

$ Value of Lamps

- SCFL
- LED

- Planned
- Approved
- Sold
• 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)

<table>
<thead>
<tr>
<th></th>
<th>SCFL/LED Only</th>
<th>With CFL</th>
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<tbody>
<tr>
<td><strong>SCFL/LED</strong></td>
<td>$0.11 / kWh</td>
<td>$0.02 / kWh</td>
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<tr>
<td><strong>With CFL</strong></td>
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The bar chart shows a significant increase in savings (MWh) when using SCFL/LED and with CFL compared to SCFL/LED only. The costs per kWh are also notably lower with the addition of CFL.
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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