Overview

- The SW Tackles New Construction
  - Nevada Power / Sierra Pacific Power
  - Utah Power / Pacific Power
- The Opportunity
- The Challenge
- The Approach
- Lessons Learned
The Opportunity

- Nevada Power / Sierra Pacific Power
  - 35,500 Nevada New Home Starts
  - Strong ENERGY STAR New Homes Presence (46%)
  - If 1/3 of ENERGY STAR Homes included ENERGY STAR Lighting, annual savings = 3.5 Million kWh
The Challenge

- Nevada Power / Sierra Pacific Power
  - Product Price & Availability
  - Limited Budgets
- Additional Market Barriers
  - Lighting represents 1% builder cost
  - Little to no knowledge of fluorescent technology & design approaches
  - Consumer acceptance
  - Builders are Busy & Reluctant to Change
The Approach

- Nevada
  - Work with ‘first movers’ (ESTAR Partners)
  - Model Home
  - Assistance developing lighting packages
  - Procurement activity
  - Sales & marketing support
The Opportunity

- Utah Power / Pacific Power
  - 15,000 Utah New Home Starts Annually
  - Above average home size
  - ENERGY STAR New Homes Program Launch
The Challenge

- Utah Power
  - Limited ENERGY STAR presence
- Additional Market Barriers
  - Lighting represents 1% builder cost
  - Little to no knowledge of fluorescent technology & design approaches
  - Consumer acceptance
  - Builders are Busy & Reluctant to Change
The Approach

• Utah
  – Lighting ‘Plus’ Measure
  – Per home incentive
  – Lighting design assistance
  – Manufacturer/Distributor outreach
  – Showroom outreach
  – Sales & marketing support
Lessons Learned

• Some early lessons from the SW…
  – Upfront design assistance critical
  – Price point issues
  – Focus on early adopter (ES Home Leaders)
• Many lessons from NW…
  – Electrician role
  – Importance of showrooms
  – Understand builder needs
  – Flexibility
Thank you.

Questions?