

Lighting in New Construction: Lessons in Program Design

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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?