



Comprehensive Commercial Lighting Pilot

Utility Lighting Program Managers – 2011 Summer Summit

McMenamins Edgefield

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NORTHWEST ENERGY EFFICIENCY ALLIANCE

What are we doing today?



- How we got here
- Overall goals of NEEA lighting effort
- Update on progress
- Lighting working group

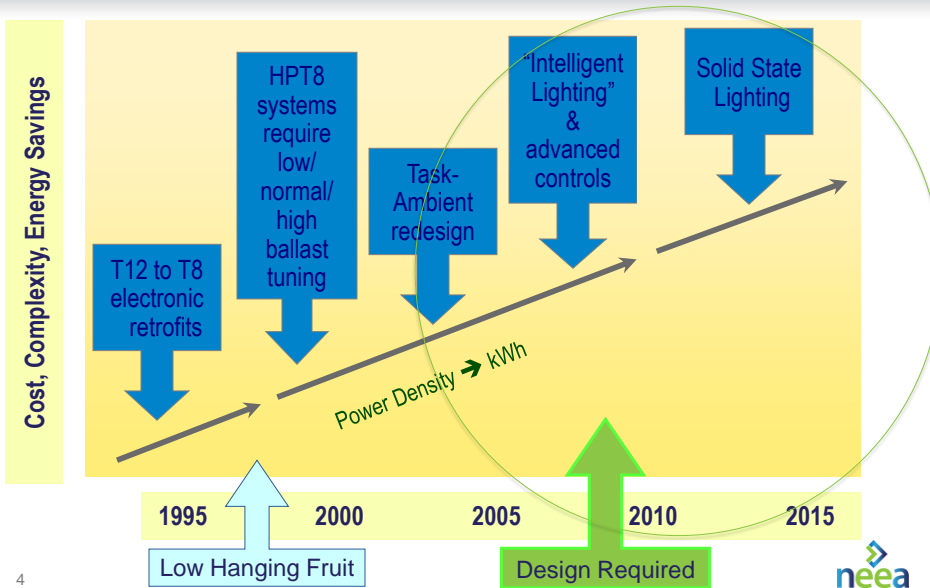
How we got here

- Initiative requested by regional portfolio committee (RPAC)
- Develop a packaged approach to comprehensive lighting retrofits that can be leveraged by utilities
- No net market effects
- Comprehensive approach to include integration of redesign, controls and efficient equipment
- Initiative start in 10/10, Concept approval 4/11, pilot of pilots 5/12



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The next frontier



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Comprehensive lighting pilot... why?



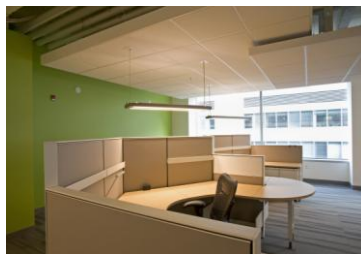
- More kWh savings
- Better quality – attention to detail
- New option for “complete” retrofits
- Offset “loss” of T12 to T8 savings after 2012
- Potential 2nd or 3rd tier of trade ally

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Goal of NEEA initiative

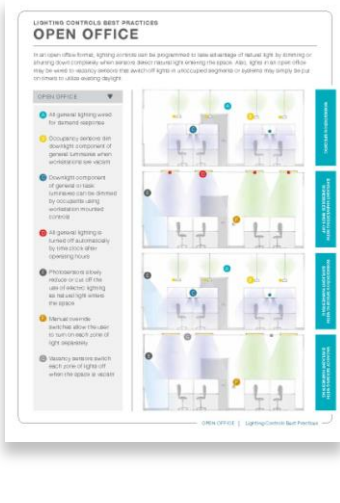
Develop and test the concept of a “comprehensive lighting retrofit service” that pushes the market to deliver more comprehensive projects and gets trade allies to use redesign tools when appropriate.



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Possible key initiative strategies



Phase 1

- Develop design template tools for trade allies
- Help pilot comprehensive approach with variety of utilities
- Develop and deliver trade ally training

Phase 2 ?????

- Disseminate templates, tools and case studies
- Regional training for trade allies
- Provide owner-focused education on added benefits
- Develop regional certification for electrical contractors
- Other lighting regional coordination strategies
- Other delivery channels ?

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What we hope to learn from pilots



- Test trade ally readiness and training needs to deliver
- Is this viable business model for trade allies?
- Learn what design tools and equipment trade allies choose to implement comprehensive projects
- Learn what enhanced utility program requirements drive results
- Determine what utility incentive structures produce the best results as these will vary in pilot territories
- Incremental costs/savings of comprehensive approach?

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Comprehensive program considerations

Diversity – geography, markets, utility programs, trade allies

Resources – existing utility programs, incentives, training, coaching, trade ally integration, design tools

Timelines – federal standards, state standards (1937), utility program cycles

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Testing market based approaches

Currently testing in Oregon:

- Required full day training attendance
- Lighting design confirmation
- Confirmation of LPD, controls, light levels, min/max uniformity & spacing criteria, point by point or design templates, fixture efficiency, address all retrofit opportunities + recommend non-lighting consideration
- Submit with software, meet cost-effectiveness
- Review, inspect & coaching
- Trade ally participation in focus groups

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Testing market based approaches

Currently testing in Oregon:

- Incentive strategy (customers):
 - \$0.20/kWh meet LPD up to 29%
 - \$0.25/kWh up to 39%
 - \$0.35/kWh beyond 40%

- Incentive strategy (trade allies)
 - \$200 for eligible projects (up to three projects)
 - \$300 for sold/installed projects (up to three projects)

- Timelines – proposals for next two+ months, completion by January 1, 2012

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Testing market based approaches

Results to date:

- Training conducted May 25, 2011
- Full day session attended by 14 companies and 19 representatives (contractors/distributors) in Portland area
- Seven (7) projects turned in for review, discussion and Lighting Specialist coaching
- Lighting Design software demonstration set for June 22
- Monthly “coaching” sessions established

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Utility lighting advisory group

- Quarterly meetings?
- Use of Conduit to post documents and solicit feedback ongoing basis
- Goals:
 - Utility roundtable to share what's working / what's not with individual efforts
 - Advisory and feedback on NEEA efforts
 - Identify / prioritize regional lighting needs to take back to NEEA leadership, board, and RPAC.
 - Further areas of collaboration?

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Questions like...

- Should we pursue regional training certificate program that identifies quality trade allies who are able to deliver projects with deeper savings?
- Need for a regional strategy on controls?
- Regional marketing effort to drive owners to qualified contractors?
- Regional tools, program requirements.....
- Other regional things to do?

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