

Session 2B

NEW FRONTIERS IN NON-RESIDENTIAL LIGHTING: PROGRAM AND EVALUATION CHALLENGES

Moderator: Shahana Samiullah, Southern California Edison

PAPERS

LEDs are Moving on Up: C&I Upstream LED Lighting Program

Aaron Kwiatkowski, DNV KEMA Energy & Sustainability, Orlando, FL

Chad Telarico, DNV KEMA Energy & Sustainability, Geneva, NY

William Blake, National Grid, Waltham, MA

Bright Opportunities: A New Way of Getting LEDs Into the Commercial and Industrial Market

Chris Dyson, DNV-KEMA, Madison, WI

William Blake, National Grid

Watt's Next for Nonresidential Lighting Retrofits

Dulane Moran Nathaniel Albers, Research Into Action, Portland, OR

Bobbi Tannenbaum, Research Into Action, Madison, WI

Caroline Chen, StatWizard, Coronado, CA

Nathaniel Albers, Research Into Action, Portland, OR

SESSION SUMMARY:

This session will provide some unique program design and evaluation challenges faced by two mature lighting program states that are making new inroads into the nonresidential lighting market. While downstream strategies have been foundational for utility energy efficiency portfolios, program designers and policy makers are approaching the LED sector with increased market flexibility. The papers in this session highlight the need to experiment with innovative upstream approaches for this new lighting technology dissemination in the nonresidential market.

One paper in this session will explore both program design and evaluation considerations present in moving to upstream market actors in the nonresidential LED market. Another paper will explore both process and impacts resulting from Massachusetts' LED programs. The evaluators conclude that such an upstream program strategy was well-designed and implemented with program satisfaction levels from end users and trade allies, few barriers to program participation, generally high program net-to-gross ratios, and few significant complaints from program implementers. Finally, the third paper in this session complements the prior two by providing interview results from actors in the nonresidential LED market in California. This paper provides complementary insights on inter-relationships, influences and barriers to the new technology adoption affecting the design and evaluation of successful LED programs strategies and the need to adapt to the newer challenges.