

Session 4C

STARING INTO THE LIGHT - VISIONS OF IMPROVED RESIDENTIAL LIGHTING PROGRAMS AND EVALUATION METHODS

Moderator: Lauren Gage, Bonneville Power Administration

PAPERS

Study It ‘til You’re Sick of It: CFL Research as an Example for Other Efficiency Markets

Lynn Hoefgen, NMR Group, Inc.
Lisa Wilson-Wright, NMR Group, Inc.
Chris Russell, NMR Group, Inc.
Matt Nelson, Northeast Utilities
Wendy Todd, National Grid
Ralph Prah, Prah and Associates
Glenn Reed, Energy Futures Group
Scott Dimetrosky, Apex Analytics

Designing and Evaluating Residential Lighting Programs in a Rapidly Changing Market

Jeff Erickson, Navigant Consulting

The Revenue Neutral Sales Model: A New Approach to Estimating Lighting Program Free Ridership

Tami Buhr, Opinion Dynamics
Stan Mertz, Applied Proactive Technologies

Estimating Spillover in Upstream Lighting Programs: Hard Data for an Elusive Number

Louise Song, The Cadmus Group, Inc.
Joshua Keeling, The Cadmus Group, Inc.
Eric Rambo, The Cadmus Group, Inc.
Andrew Carollo, The Cadmus Group, Inc.
Jason Christianson, The Cadmus Group, Inc.

SESSION SUMMARY:

This session will focus on upstream residential lighting markets, programs and evaluations. Rapid changes in markets and mature program models allow this session to dive into opportunities to improve evaluation methodologies and improve programs through evaluation.

The first two papers provide innovative approaches to estimating lighting program free ridership and spillover. “*The Revenue Neutral Sales Model: A New Approach to Estimating Lighting Program Free Ridership*” presents a new method to use existing data to estimate free ridership associated with upstream lighting programs. This is based on a Revenue Neutral Sales Model which uses an understanding of retailer behavior that underlies their participation in utility lighting programs. “*Estimating Spillover in Upstream Lighting Programs: Hard Data for an Elusive Number*” uses two empirical approaches to estimate freeridership and spillover using detailed sales tracking data and a shelf study of prices.

“Study It ‘til You’re Sick of It: CFL Research as an Example for Other Efficiency Markets” presents the results of using market data over the past decade to answer key questions about the CFL market. The paper provides insight into the discrepancy between CFL purchases and changes in socket saturation. Additionally, the paper presents a model to provide forecasts of lighting purchases and saturation based on EISA-induced market changes.

“Designing and Evaluating Residential Lighting Programs in a Rapidly Changing Market” also provides insight into recent changes in the residential lighting and provides recommendations to program designers and evaluators.