

SESSION 10C

RESIDENTIAL LIGHTING PROGRAMS: TRANSFORMING THE MARKET

This session presents three important evaluations of residential lighting programs in the Pacific Northwest and Canada. The evaluations examine the effectiveness of these programs in transforming the lighting market and try to explain the key elements of program success.

Moderator: Edward Vine, California Institute for Energy Efficiency

PAPERS:

A Comparison of Rebates and Non-Rebate Promotions in a Residential Lighting Program

Stephen Grover, ECONorthwest

Charisa Flaherty, ECONorthwest

Buying Success: Bulk Purchase Programs As Agents of Market Transformation

Iris Sulyma, BC Hydro and Power Authority

D. Fielding, BC Hydro and Power Authority

J. Gin Johnston, BC Hydro and Power Authority

H. Haeri, KEMA Management Consulting

A. Lee, Quantec LLC

Seattle's Conservation Kit Program – Transforming the Residential Use of Compact Fluorescent Lighting

Debra Tachibana, Seattle City Light

Karen Brattesani, Research Innovations

SESSION SUMMARY:

This session examines the success of residential lighting programs in transforming the lighting market in the Pacific Northwest and Canada. The first paper presents a model of CFL sales in the Pacific Northwest which estimates the effect of both rebates and non-rebate assistance on quarterly CFL sales and provides recommendations for future retailer support of selling CFLs. The second paper presents early results from BC Hydro's Power Smart's CFL market transformation efforts involving consumer promotional campaigns, and a pilot project involving bulk purchase of CFLs by the utility, and in partnership with retailers, distribution of two free CFLs to utility customers in two small, rural communities. The third paper reports on the process and impact evaluation of Seattle City Light's Conservation Kit Program that offered two newer-generation CFL bulbs to every residential customer. The paper also documents progress toward CFL market transformation in the urban residential sector.

