

SESSION 4D

THE FUTURE OF CFL PROGRAMS- SHOULD WE ELIMINATE FINANCIAL INCENTIVES TO ENCOURAGE CUSTOMERS TO PURCHASE STANDARD COMPACT FLUORESCENT LAMPS?

Moderator: Michael Messenger, Senior Principal Energy Consultant, Itron Inc.

PANELISTS:

Steve Bickel, Director of Market Research, D&R International
Richard Greenburg, Program Manager, Southern California Edison Company
Tom Cohen, Director of Sales for U.S. & Canada, Greenlite Lighting Corporation
Kathleen Gaffney, Director of Sustainable Market Strategies, KEMA

SUMMARY DESCRIPTION:

Recent evaluations of the effectiveness of various utility and/or government programs promoting medium screw-in CFLs have reached different conclusions about the marginal effectiveness and or net energy savings caused by current utility CFL programs. This panel will explore the range of views on this topic by having evaluation experts, program managers and industry stakeholders familiar with these CFL program and evaluation studies debate the following policy conclusion:

Resolved: Utility program managers should no longer offer financial incentives to promote the installation of standard¹ screw-in CFLs because the market has been largely transformed and private actors are likely to be more effective at reaching the remaining market for CFLs.

The panelists discussing this topic will identify their position on the resolution and identify the criteria or principles they used to make this decision (e.g., industry market share, economics, customer awareness, saturation, trends in prices, etc.). Panelists will present specific evaluation findings or papers that support or refute the policy conclusion described above and discuss to what extent the results of these state level evaluations can be extrapolated to different states or jurisdictions. Panelists are free to propose modifications to current program designs in light of recent evaluation findings. The panelists will also be asked what additional research if any is needed to provide more evidence to support a timely resolution of this issue and whether the decision is dependent on jurisdiction specific information at the local or state level.

Process

The panelists were chosen to represent four different stakeholder perspectives on the this issue:

1. Regulatory-Government Perspective- Steve Bickel, D&R International
2. Program Manager Perspective- Richard Greenburg, Southern California Edison
3. Lighting Manufacturer Perspective- Tom Cohen, Greenlite Lighting Corporation
4. Evaluator Perspective- Kathleen Gaffney, KEMA

Each panelist will be given five to ten minutes to summarize their positions with an opportunity to ask questions of fellow panel members. Audience members will be encouraged to participate in the

¹ Standard CFL's have medium screw-bases, range from 8 to 27 Watts and do not include controllable (e.g., dimmable, three-way), flood/spotlight, or decorative applications.

discussion of this proposition by asking questions and/or stating their views on the proposition. An informal vote on the merits of the proposition will be held at the end of the panel.