SESSION 10A

SAVINGS FROM RESIDENTIAL LIGHTING: PAST, PRESENT AND FUTURE

Moderator: Ralph Prahl, Prahl and Associates

PAPERS:

Can Market Effects from CFL Programs be Measured? Let Us Count the Ways…
Ellen Rubinstein, The Cadmus Group, Portland, OR
Scott Dimetrosky, ODC, Boulder, CO
Edward Vine, LBNL, Berkeley, CA
Mikhail Haramati, CPUC, San Francisco, CA

Net Impacts from Upstream Lighting Programs: A Multi-State Model
Chris Russell, NMR, Bryan, TX
Lisa Wilson-Wright, NMR, Melrose, MA
Ralph Prahl, Prahl and Associates, University Park, FL
Lynn Hoefgen, NMR, Somerville, MA

Residential Lighting: Shedding Light on the Remaining Savings Potential in California
Kathleen Gaffney, KEMA, Inc.
Tyler Mahone, KEMA, Inc.
Alissa Johnson, KEMA, Inc.

SESSION SUMMARY:

This session presents the results of three major studies on the impacts of residential lighting programs, with one paper each focused on the past, present, and future.

The Past. Rubinstein et al. review the results of a comprehensive study of the market effects of California's CFL programs from 2006 to 2008. The authors conclude that, while there was evidence of effects from the ULPs at one time—e.g., changes in CFL awareness, attitudes, acceptance, and availability; and declines in CFL prices—most of the analyses of current market conditions yielded no quantitative evidence of market effects at the end of the 2006-2008 program cycle.

The Present. Russell et al. summarize a multistate statistical model used to measure the net impacts of upstream lighting programs run by 11 different program administrators in 2009-2010. The results show that the number of CFLs incented by the program per household in a given area boosted CFL purchases, while CFL saturation at the beginning of the time period contributed to fewer CFL purchases. Other demographic and social factors, however, also influenced CFL purchases behavior. This paper discusses the development of these models, their interpretation, and the resulting NTG ratios.

The Future. Gaffney et al. use the results of on-site visits to 1,200 households to analyze the remaining potential for residential lighting savings in California. The authors conclude that, while there are a considerable number of sockets still containing inefficient lamps among California households, and therefore significant remaining energy savings potential, there is much less potential when one excludes "low use," basic sockets among households that are already exhibiting high levels of CFL saturation. They argue that, going forward, programs will therefore need to be designed to address specialty applications within the highest-use sockets, and targeted to reach households with low-to-moderate CFL saturation.