

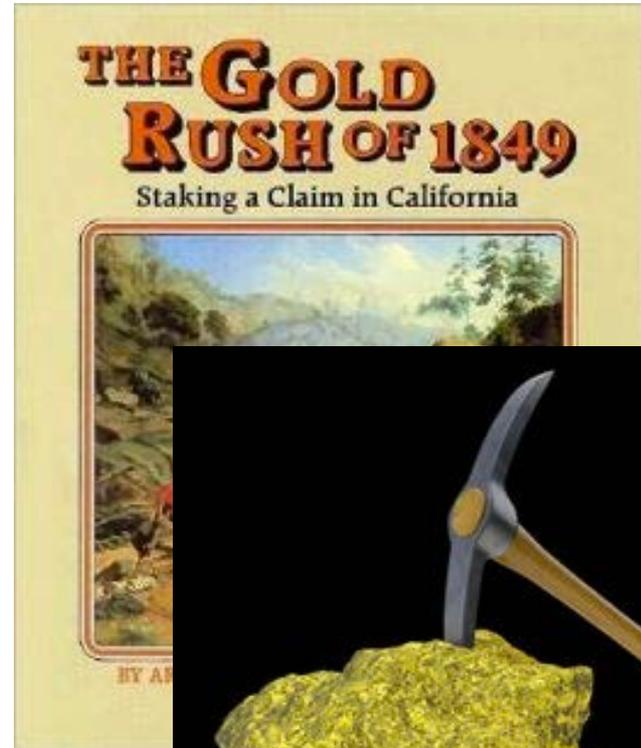
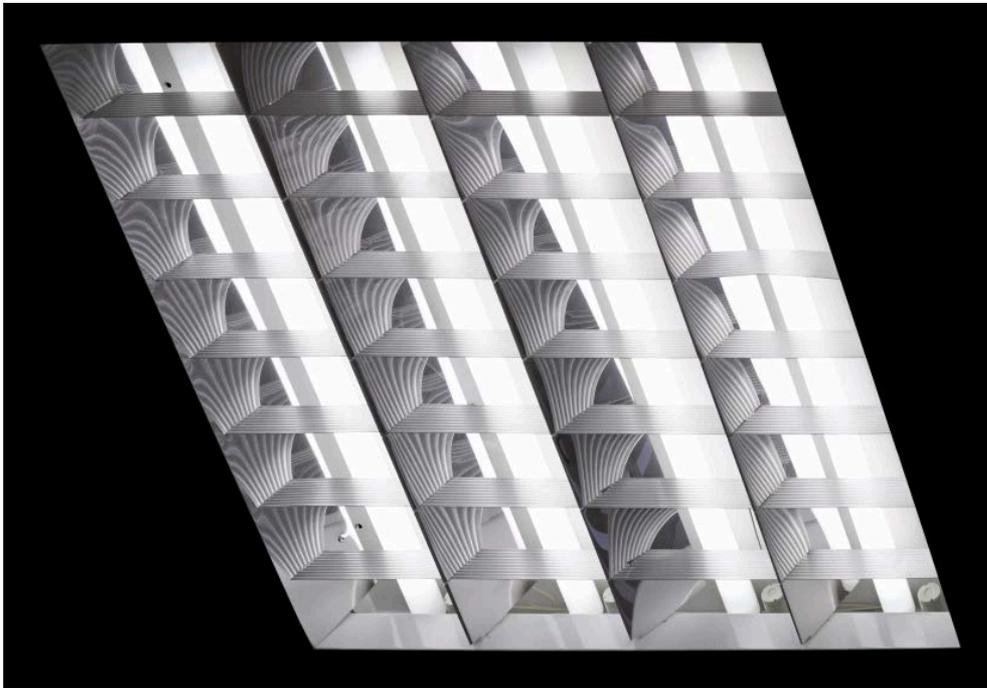
LIGHTING FOR THE FUTURE

Addressing decreased savings and increased costs
moving forward

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New York State Energy and Resource Development Authority

Prescriptive Widgets Drive Savings

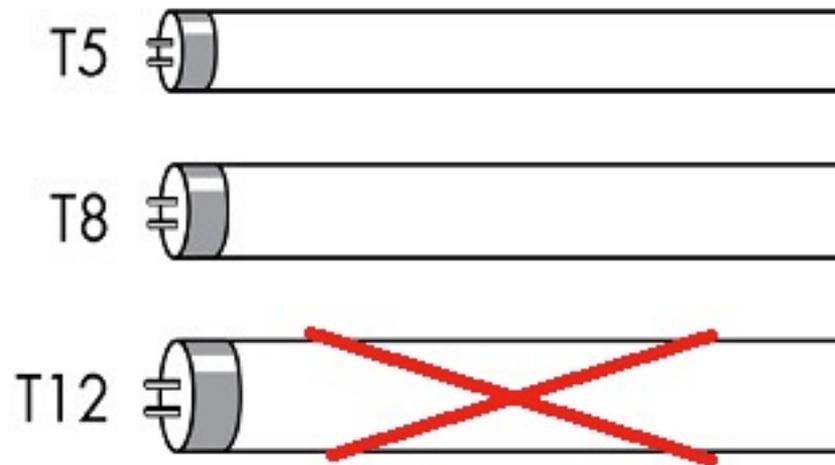


But Savings Are Harder to Come By

- EISA
- GSFL

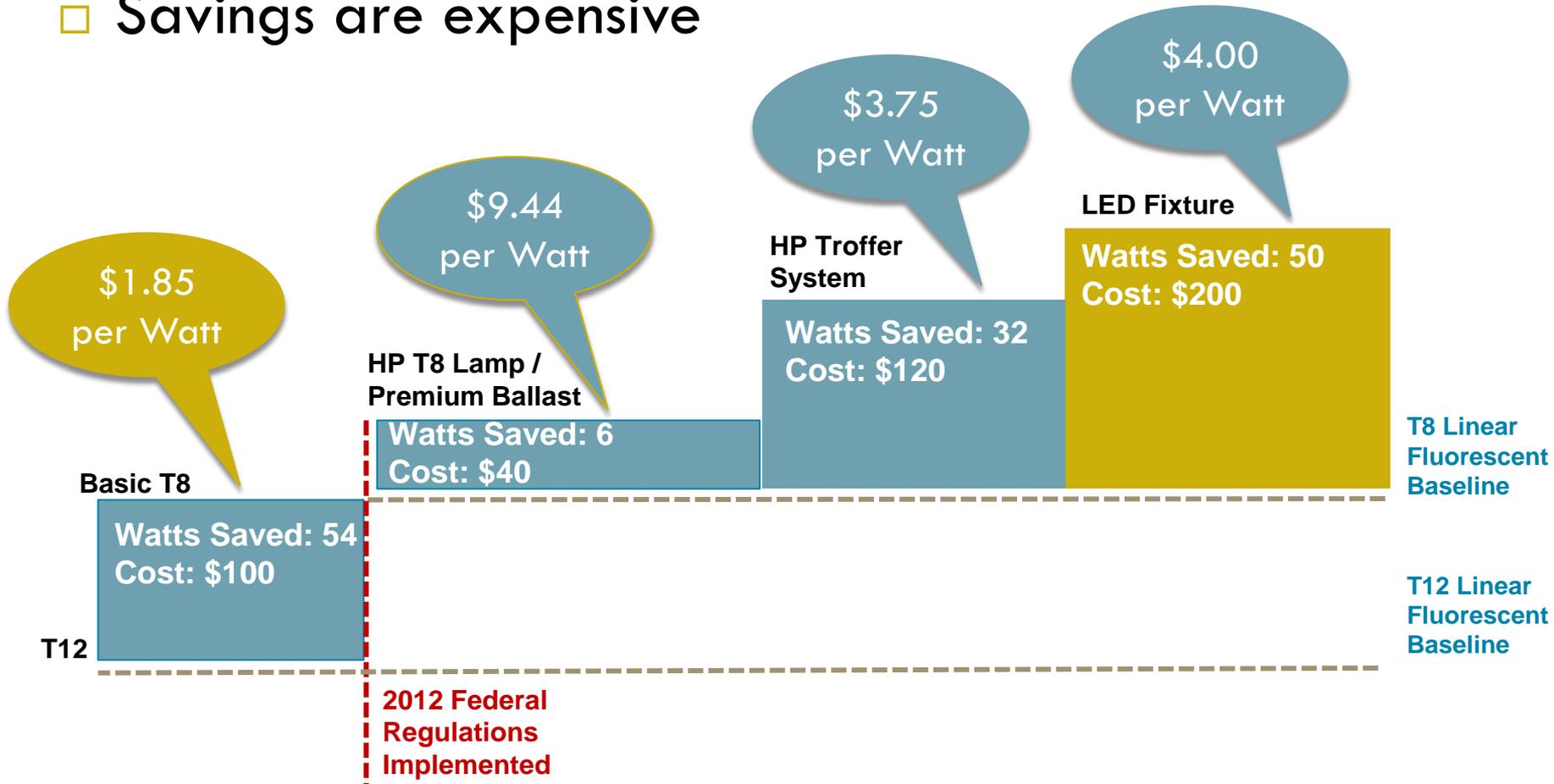


100W



What Does this Actually Mean?

□ Savings are expensive



Challenges Moving Ahead

- New baselines reduce CLAIMED energy savings
- New Products, like LEDs, are more expensive

Savings



Cost



So What's Left?

Programs
Cannot
Be One
Size Fits
All



Focus on the Customer Journey

- Three Customer Purchase Patterns
 - ▣ Renovation/Redesign
 - ▣ Retrofit
 - ▣ Maintenance Upgrade

Redesign the Lighting in the Space



Challenges with Redesign

- Customers & Contractors
 - ▣ Higher cost
 - ▣ More difficult to design and specify
 - ▣ Low demand from customers
- Programs
 - ▣ Additional processing costs
 - ▣ Higher incentives needed
 - ▣ Limited demand from customers

How Can Programs Keep Going?

- Improve Widget Offerings
 - ▣ Maximize Savings
 - ▣ Reduce Product Cost
 - ▣ Push Widespread Adoption

- Meet Customers at Decision Points

One-for-One Retrofits



One-for-One Retrofits

- Push for the best performing products
 - ▣ High Performance linear fluorescent troffers
 - ▣ High Efficacy LED retrofit kits and troffers

- Update measure savings and costs as often as possible
 - ▣ LED savings move too fast to be pinned to 2-5 year old savings numbers and costs

Maintenance



Maintenance

- Capture as much savings from incremental maintenance-type of improvements as possible
 - ▣ Low and Reduced Wattage Linear Fluorescents
 - ▣ LED Screw-in Replacement Lamps
- Upstream/Midstream offerings can expand this market at a lower cost

Don't Forget!

□ Lighting Controls

- ▣ Controls embedded fixtures
- ▣ ALCS retrofits with LED installations
- ▣ Retrocommissioning for Controls



□ Education & Outreach

- ▣ Find better ways to communicate the value of deeper retrofits and redesigns
- ▣ Help customers overcome first cost hurdles with financing

In the End...

- Focus on the customer journey
 - ▣ Make it easy to participate
 - ▣ Offer programs at all points in the purchase process

- Build Cost Effective Offerings
 - ▣ Maximize savings with high quality products
 - ▣ Decrease claimed costs with recent data

THANK YOU!

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