

## ENERGY EFFICIENCY STUDY PROPOSAL

**SUBMITTED BY:** CHARISSE.MENDOZA@SCE.COM

**TITLE OF STUDY:** LIGHTING\_STATEWIDE LIGHTING MARKET BASELINE STUDY PHASE-2

**DATE POSTED:** 9/14/2010

### UTILITY CONTACT INFORMATION

Utility Name: Statewide

Utility Contact: Caroline Chen/SCE

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Utility Programs Affected: Advanced Lighting and Lighting Market Transformation Programs

### SCOPE OF STUDY

1. **Nature of Study:** Briefly describe the nature of the study. This is not a substitution for a complete document describing the study proposal, which must be submitted with this cover sheet.

**Project Status: Fast-Track**

**Project Description/Purpose:**

The purpose of this project is to establish statewide market baseline for the Advanced Lighting Products (i.e., all lighting products beyond CFL spiral, non-dimmable, less than 30 Watts).

As the legislations move to diminish the energy savings for the basic CFLs, the IOUs are looking to promote the advanced lighting products. This study will establish the baseline condition of the advanced lighting market before major program intervention from the 2010-2012 program cycle.

This project is a continuation of the approved Statewide Advanced Lighting Market Baseline Study Phase-1. The phase-1 study is doing data mining of existing databases from prior process and impact evaluation to sort out baseline information for advanced lighting products.

The Phase 2 research tasks, continues from the phase-1 data mining to include:

1. The mining and analysis of California residential lighting data that has yet to be purchased (e.g., POS scanner data);
2. The mining and analysis of California nonresidential lighting data that has already been collected for the CPUC and the California IOUs;
3. Additional California retail shelf surveys conducted in 2010 (this is an **optional** task);

Mining non-California shelf survey data collected from non-California comparison states for the California CFL market effects study; and

5. Conducting literature search and interviews with non-California program managers and evaluators to try to identify other possible sources of information on advanced lighting market/household saturation in other states. This non-California saturation information could help adjust the California baseline for exogenous (non-California program) effects on advanced lighting sales, stocking, and socket saturation.

### **Project Outputs:**

The project output is a set of baselines for advanced lighting products. For more details please refer to the statement of work from KEMA.

### **Project Use:**

The output of this project will be use as inputs for program design and implementation, especially marketing initiatives. In addition, the output of this study could be used as one of the gauges for market transformation outcome.

### **Project Focus:**

This project is focused on advanced lighting products only. To the extent possible, we will try to characterize the baseline condition for residential lighting and non-residential lighting applications.

### **Project Budget:**

The project is budgeted for \$160,000. There is an optional task of performing shelf inventory study at 25 retail stores. The IOUs would like to work with ED to decide on the best place to perform this task since ED is likely to be interested in this same task. The task is priced at \$25,000 and is not included in the \$160,000 price budget.

### **Preferred Contractor:**

The approved phase-1 project has been awarded to KEMA, who has extensive experience with lighting studies. The IOUs would like to continue the phase-2 project with KEMA.

### **Project Schedule:**

The exact project schedule still needs to be worked out. IOUs would like to see final report from this study by Q/2 2011 so timely feedback for 2013-2015 program design can be possible.

### **Supporting Project Documentation:**

See KEMA Phase-2 Statement of Work for reference.

**Importance** (Rank the study as Essential, Important, or Desirable as follows): **Essential**