

CRITICAL PEAK PRICING: QUANTITATIVE, QUALITATIVE AND PERSISTENCE ANALYSIS

Moderator: David Jacot, Los Angeles Department of Water and Power

PAPERS:

It's Déjà Vu All Over Again: More Revelations from a Lighting Panel Study

Kiersten von Trapp, NMR Group, Inc.

Melissa Meek, NMR Group, Inc.

Scott Walker, NMR Group, Inc.

David Barclay, NMR Group, Inc.

Lisa Wilson-Wright, NMR Group, Inc.

Keep Calm and Carry On: Why Upstream Lighting Programs Are Still Important

David Barclay, NMR Group, Inc.

Melanie Coen, National Grid

Kiersten von Trapp, NMR Group, Inc.

Melissa Meek, NMR Group, Inc.

Scott Walker, NMR Group, Inc.

A Market Lift Model for Assessing Net-to-Gross

Scott Dimetrosky, Apex Analytics

SESSION SUMMARY:

The papers presented in this session provide insight into the following questions:

1. If self-reports, store intercepts, phone surveys and purchasing patterns are notoriously inaccurate for revealing what types of bulbs are being used, what might we use?
2. With the combination of the EISA Act and the introduction of LEDs into the market place is it time to question the longevity of program-induced savings?
3. And if so, is it time to exit the residential lighting market to avoid consumer backsliding?
4. What effect has the Energy Star label had on purchasing behavior?
5. Can we use lighting sales data to determine if upstream lighting programs are affecting the market.
6. Do states that have strong upstream lighting programs have higher market share (via sales) of efficient lighting products?

Our first paper from von Trapp describes the results of an ongoing approach to studying residential lighting with: a panel study involving repeat visits to the same homes over multiple years in two states—one that has program support for energy-efficient bulbs, and a comparison state that has phased out program support for such bulbs. The panel study reveals what types of bulbs customers choose to replace those that burn out or are removed, and what types of bulbs are replacing CFLs. Using this information, stratified by income, education and home type von Trapp believes that trends in lighting can be forecast.

Barclay's presentation also reports on the results of a two-state annual data collection process between 2013 to 2017. Data collection for the current wave of the study took place between October 2016 and January 2017. The sample also includes a panel of homes that have been visited multiple times over the course of several years in both states. This research suggested that the market is still undergoing rapid change and may not yet be transformed and that program administrators need to think carefully about program funding allocations.

Finally, Dimetrosky's paper presents the result of a joint effort, representing ten utilities in four states to collect and analyze lighting sales data to determine if upstream lighting program and affecting the market. Dimetrosky describes the objectives, data sources, methods, and findings for the sales data modeling effort,

ultimately concluding that states that spend more on promoting energy efficient lighting have a corresponding increase in market share of efficient lighting products.