

SESSION 9B

CFL PROMOTION AND EVALUATION

Moderator: Jim Mapp, Wisconsin Division of Energy

PAPERS:

Monitoring and Evaluation of a Regional Compact Fluorescent Lamp Pilot Program in New Zealand

Peter Watt, Energy Mad Ltd (formerly of the Electricity Commission)

Energizing Communities: Leveraging Non-Profit Organizations to Promote CFLS

Katherine Johnson, Market Development Group

Ed Thomas, Market Development Group

How Much Is That CFL in the Window? I Do Hope It Is On Sale: Examining Price Differentials between CFL and Incandescent Light Bulbs

Greg Clendenning, Nexus Market Research

Timothy Pettit, Nexus Market Research, Inc.

Lynn Hoefgen, Nexus Market Research, Inc.

Angela Li, National Grid

SESSION SUMMARY:

This session will present evaluation results from three different program approaches. One uses a traditional voucher program marketing approach. The second uses an innovative program utilizing local non profit organizations for marketing without subsidies and third is a baseline study of incremental price differentials between CFLs and incandescent light bulbs for use in setting incentive levels for CFL promotional programs.

The first paper present results from a regional Compact Fluorescent Lamp pilot project in New Zealand. The Christchurch region pilot program was the first project undertaken by the newly established Electricity Commission of New Zealand to convert electricity policy into practical programs. The evaluation studied consumer awareness, key components of purchasing decisions, installation rates and measures of consumer satisfaction and the effectiveness of using vouchers as a promotional tool. The paper will also report on electricity saving, demand reduction and emissions eliminated due to the pilot project. The paper will also point toward new directions for energy efficiency in New Zealand.

The second paper reports on the results of an innovative program to promote CFLs sponsored by the Delta-Montrose Rural Electric Cooperative of Montrose, CO. The program partnered with leading CFL manufacturer, targeted high use sockets, and utilized non-profit organizations funding efforts to purchase energy efficient lighting products from local community groups. Educational efforts encouraged consumers to purchase a full range of products from local retailers. The paper will report on the usefulness of the non profit fund raiser model approach as an effective method for the promotion of energy efficient lighting. The evaluation will report on additional or improved program elements to improve the penetration energy efficient lighting products.

The third paper reports on a study of lighting product retailers in Massachusetts. The primary goal was to determine the incremental cost of various types of CFLs compared to comparable incandescent light bulbs. The paper will report on the incremental cost of various specialty CFL bulbs. This baseline study can be used to track market transformation toward energy efficient lighting in the

Massachusetts residential lighting market. The results can also be used to assist program managers in setting incentive levels for the promotion of CFLs.

The session will compare and contrast the three program delivery mechanisms of vouchers, use of non profit fund raisers and incentive programs to suggest improvements for future programs.