

# **Triennial Plan II: Straw Proposal Residential Lighting**

**Stakeholder Input Meetings  
7/19/2012**



# Agenda

9 to 12

- Residential Lighting Program
- Appliance Program
- Residential Low-income Program

1 to 4 –

- Refrigerator Recycling
- Residential sector training



# Residential Lighting

- Opportunity
  - 30M\* residential sockets (60 \* 500k) in Maine
  - 14M standard base sockets still have incandescents\*
- Cost Effectiveness = 7.4\*
- Feasibility = high (2M CFL's/yr last 2 years)

# Residential Lighting

- **Program delivery and incentive mechanism**
  - Retail mark down on Energy Star CFL's and LED's
  - Retail coupons on Energy Star CFL's and LED's
  - Cross Program give-aways (e.g. LIHEAP intake)
  - Food Pantry give-aways
- **purpose:** maximize efficient lighting penetration
- **Program stage:** mature
- **target market :** all Maine consumers
- **marketing/outreach plan:** in-store POP and demo's
- **experience from other states:** retail and food pantry



# Residential Lighting

- **Market Barriers & Challenges**

- Primary: Up-front cost
- Secondary: mercury, delay start, dimmability, color

# Residential Lighting– Recent Results

Metric	Results of FY11 Programs
<b>Total Participants</b>	<b>1.9 million CFLs</b>
<b>Efficiency Maine Costs</b>	<b>\$ 4,039,443</b>
<b>Participant Costs</b>	<b>\$ 6,534,669</b>
<b>Lifetime kWh Savings</b>	<b>614,388,191*</b>
<b>Lifetime \$ Savings</b>	<b>\$ 46,745,171</b>
<b>B/C Ratio</b>	<b>6.0 †</b>

\* Subsequent 3<sup>rd</sup> party analysis determined actual savings to be higher than reported in the Annual Report, which explains the higher B/C ratio found in the Evaluation.

† Factoring in both Lighting and Appliance Program results. Lighting results alone achieved 7.4 B/C.



# Residential Lighting

## ■ Program FY2013 Budget

1. System Benefit Charge (SBC)
  - All income
  - Low income 19%
2. Forward Capacity Market (FCM)
3. Maine Power Reliability Project (MRPR)
4. Regional Greenhouse Gas Initiative (RGGI)



# Residential Lighting

## ■ Staff Request for Specific Input

- Increase give-aways (e.g. LIHEAP, Food Bank, etc)?
- Limit low income channel to low income funds or exceed?
- What emphasis on less cost effective measures:
  - LED's
  - Specialty CFL's
  - Fixtures



# Residential Lighting

- **Stakeholder Input**
  - ask for input/ideas from stakeholders



# Please Share Your Ideas:

Send Written Comments to:

**Email –** [efficiencymaine@efficiencymaine.com](mailto:efficiencymaine@efficiencymaine.com)

**Post –** **Triennial Plan Comments**  
**151 Capitol Street, Suite 1**  
**Augusta, ME 04330**



**Latest that comments will be considered is August 15.**