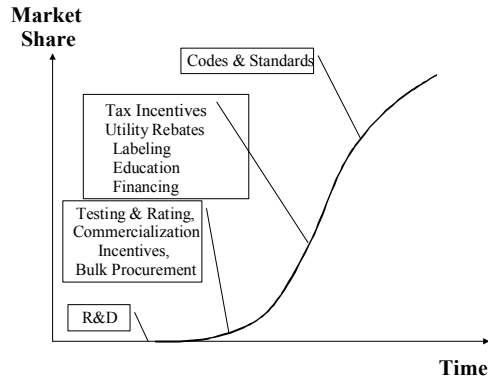
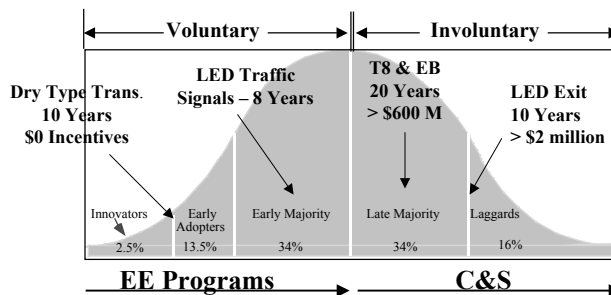


# The Market Development Curve



## Market Adoption Rate Vs. Code Adoption



### Example...LED Traffic Signals

- **Standard...**input power - 17 W (red) 15 W (green), 25 W (amber)
- **Market effect...**prohibits sale of incandescent lamps
- **Program effect...**eliminates LED signals from EE programs in CA & releases funds for new measures.



## The C&S Exit Strategy

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### **C&S Success Factors**

- Reliability
- Availability
- Cost Effectiveness - RA
- Stakeholder Support

### **C&S Goals...**

- As early as possible
- As rapidly as possible

### **Policy Objectives...RA and C&S**



## Combined RA/C&S Benefits (Appliances, Res. & Nonres. Buildings)

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- Clear objectives
- Dual source of “income”
- Continue near-terms saving without interruption RA effort
- Guaranteed sustainable change
- Long-term Savings at 1/10<sup>th</sup> the cost of incentives
- Protection for hard-to-reach customers
- Guaranteed benefits to all sectors