



Efficiency Vermont SSL Programs 2009

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ACEEE Market Transformation Symposium
Washington, DC
March 19th, 2009

2009 Program Plans

- Program Approach: Aggressive and Cautious
 - Aggressive support for good-performing products
 - Require ENERGY STAR and/or LM-79, LM-80, temperature testing
- New Commercial and Residential Rebates
- Marketing, Education & Awareness, Availability Promotions

2009 Program Plans – Residential

- Coupon currently available
- Look for more product coupons in 2009:
 - Undercabinet Kitchen
 - Task Lighting
 - Outdoor Porch Lights
 - Track/Rail Lights, plus more..

VERMONT LED DOWNLIGHT INSTANT COUPON

\$30 OFF (per Item)
Efficiency Vermont Approved LED Downlight

REDEEMABLE IN STORE ONLY. For purchases made 4/1/08-12/31/08. Not to exceed purchase price. Limit up to 6 Efficiency Vermont approved LED downlights per residential electric utility customer in VT per calendar year or up to 25 Efficiency Vermont approved LED downlights per business electric utility customer in VT per calendar year. See back for details.

1. Fill out the information completely.
2. Redeem coupon at the register and save!

PRODUCTS TO BE INSTALLED IN MY: HOME BUSINESS
PLEASE PRINT CLEARLY

NAME ON YOUR VT HOME ELECTRIC BILL OR ON YOUR VT BUSINESS ELECTRIC BILL

PHYSICAL STREET ADDRESS (NO P.O. BOXES OR RURAL ROUTES) VT 05

CITY/TOWN (MUST BE A VT ADDRESS) ZIP CODE

DAYTIME PHONE - FOR VERIFICATION ONLY DATE OF PURCHASE ____/____/____

Product Type (check one): <input type="checkbox"/> Interior <input type="checkbox"/> Exterior	Manufacturer	Model #	Actual Wattage Used (check one): <input type="checkbox"/> 17 watt or less	QTY	Individual Retail Price
					\$ _____

Note to Distributor: Currently approved product includes the LLF LR6 LED Downlight. This product has been third-party tested through the U.S. Department of Energy CALIPER program using IESNA LM-79 and LM-80 testing methods. Other LED downlight products may be eligible with submittal of 3rd party test data using IESNA LM-79, LM-80, etc., and pre-approval from Efficiency Vermont.

Offer valid for all residential and business electric utility customers in Vermont. See reverse side for details.

For Retailer Use Only: Total # of Products _____ Total Value of Coupon \$ _____

RR750e-0308

Residential Product Qualification

- ENERGY STAR and Listing on Efficiency Vermont LED Eligible Products List Required




2009 Commercial Rebates

- Prescriptive and Custom Rebates



2009 REBATE APPLICATION

Commercial LED Lighting Equipment



LED SCREW-IN LAMPS

Efficiency Vermont is excited about the development of screw-based LED PAR20, PAR30, PAR38, and MR-16 lamps. At this time, however, we are not offering rebates for these products.

The industry currently lacks a standard for predicting the useful life of screw-in LED products. Testing by the U.S. Department of Energy has shown widespread variation in products, with many products not meeting the ratings listed by the manufacturer.

Rebates may become available once an industry standard is established. Please contact Efficiency Vermont for additional information.

2009 REBATE APPLICATION

Commercial LED Lighting Equipment

USE THIS FORM ONLY IF...


- You are requesting rebates for new construction or replacement projects totaling less than 10,000 square feet.
- You have fewer than 100 rebate-eligible items to submit.

NOTE: REBATES EXCEEDING \$2,500 REQUIRE PRE-APPROVAL BY EFFICIENCY VERMONT OR BURLINGTON ELECTRIC DEPARTMENT PRIOR TO PURCHASE. Call the Efficiency Vermont Rebate Coordinator at 888-921-5990, ext. 1003 for instructions.

Efficiency Vermont now supports the installation of energy-efficient light-emitting diode (LED) lighting through financial rebates. To receive your rebates, follow these simple steps:

- 1. Determine your project's eligibility.**
 - Review the product specifications on pages 2 & 3.
 - Confirm that your equipment is listed on Efficiency Vermont's "LED Eligible Products List."
- 2. Complete this application.**
 - Fill out the worksheet on page 4.
 - Calculate your total rebate and enter the amount in the space provided.
 - Read and sign the "Terms & Conditions" on page 5.
 - Please check to make sure you've provided all information requested. Incomplete information will delay the processing of your application.
- 3. Return your completed application with your proof(s) of purchase.**
 - Enclose the sales receipt(s) or invoice(s) itemizing your new equipment. The proof of purchase must indicate the date and place of purchase, as well as the size, type, manufacturer, and model or part number of the equipment.
 - All electric utility customers except those in Burlington:* Send this completed application with your receipt(s) to Efficiency Vermont, Rebate Coordinator, 255 S. Champlain St., Burlington, VT 05401-4894.
 - Customers served by the Burlington Electric Department:* Send this completed application with your receipt(s) to Energy Services Area, Burlington Electric Department, 585 Pine St., Burlington, VT 05401. Please contact BED at 802-865-7342 prior to purchase for approval for all new construction projects.

Where applicable, all lighting installations are required to comply with the Vermont commercial energy code. For more information, see http://public.service.vermont.gov/energy-efficiency/ee_commstandards.html.



Efficiency Vermont

888-921-5990 • www.efficiencyvermont.com

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Commercial Product Qualification

- Using a Regional Qualification Strategy through NEEP
- ENERGY STAR required where an ENERGY STAR label exists
- If no ENERGY STAR label available, product must meet NEEP Requirements




DesignLights™ Consortium
A NEEP Commercial Lighting Initiative

Product Data Submission Requirements
For Northeast Region
Qualified SSL Products List
Draft 14 March 6, 2009



DesignLights™ Consortium Sponsors

<p>Connecticut</p> <ul style="list-style-type: none"> • Connecticut Light and Power Company • United Illumination 	<p>Massachusetts</p> <ul style="list-style-type: none"> • Cape Light Contract • National Grid • NSTAR • Western Massachusetts Electric Company 	<p>Maine</p> <ul style="list-style-type: none"> • Efficiency Maine
<p>New Hampshire</p> <ul style="list-style-type: none"> • Public Service of New Hampshire 	<p>New Jersey</p> <ul style="list-style-type: none"> • New Jersey Clean Energy Program 	<p>New York</p> <ul style="list-style-type: none"> • Long Island Power Authority • NYSERDA
<p>Rhode Island</p> <ul style="list-style-type: none"> • National Grid 		<p>Vermont</p> <ul style="list-style-type: none"> • Efficiency Vermont

Addressing Availability

- Showroom and Distributor Promotions (still being planned)
 - 50% Cost Share for Qualifying Display LED Fixtures
 - Supplier must display XX Products or Product Types
 - Accessible Educational and Promotional Materials
- Retailers
 - Begin working with retail partners
 - Often requires a national or regional strategy to impact local availability

Marketing, Awareness, Education

- Dedicated LED Web Page (in process)
 - www.encyvermont.com/led
- Media Placements w/ key messaging
 - The Media likes LEDs
 - Use Pilot and Example Projects to deliver key messaging
- Targeted Education
 - Showrooms, Distributors, Contractors, Design Professionals

What's been working...

- Market Excitement
- DOE ENERGY STAR and IES LM-79, LM-80
- LED Downlights
- Street, Parking, Area Lighting
- Regional/National Efficiency Program coordination through CEE, DOE, and other forums

...and what still needs work

- No Industry Standard for predicting LED Product Lifetime
- Lack of design standards
- Inaccurate and/or incomplete product literature
- Educating the masses
- LED Screw-In Lamps
- High Cost of good products

Thank You

Gabe Arnold

Efficiency Vermont

www.encyvermont.com/led

