Momentum Savings

Monthly Call
December 5th
Agenda

- Feedback Session
- Agriculture Market Today
- Lighting Distributor Research Kick Off
- Online Lighting Retail Interview Findings
- Updates on Appliance Standards
What is the top reason you attend Momentum Savings monthly calls?

1. To get updates on new market research findings
2. To learn about the status of current studies
3. To hear about energy efficiency savings outside of utility programs
4. To understand how BPA tracks and quantified these energy savings from a technical perspective
5. Other:
What content would you like more of?

1. Research project updates (such as status on deliverable development and logistics around projects)
2. Short updates on market findings (such as sharing out findings from research, sales data analysis, interview analysis, momentum savings market analysis)
3. Energy Savings analysis and technical methodologies for tracking savings
4. Momentum Savings forecasts and tracking to goals
5. Trade show and market tracking information (such as key industry dynamics, regulations, what we learn at trade shows)
Webinar Best Practice Findings

1. Use pictures of the speaker, people like faces
2. A different voice every ten minutes
3. Use polls for keeping things interactive
4. All presenters in a room together to make it more human
5. Lots of visuals and movement
BONNIE
WATSON
The Agriculture Market Today
What do we know about agriculture within BPA’s territory?
Dairy  Lighting  Greenhouses  Irrigation
What do we know about irrigation in BPA territory?
Columbia River Basin

KEY

- BPA service area
- Other utilities’ service areas
- Agriculture
In BPA’s territory, there is roughly four times as much irrigated agriculture in the Columbia River Basin than in Idaho.
What types of irrigation systems are located in BPA territory?
DRIP, TRICKLE, OR LOW-FLOW MICRO

SOLID SET, PERMANENT, BIG GUN OR TRAVELER

CENTER PIVOTS OR LINEAR MOVE TOWER

SIDE ROLL, WHEEL MOVE, OTHER MECHANICAL MOVE OR HAND MOVE

OTHER
What do we know about efficiency of irrigation systems?
Changes in Sprinkler Efficiency in the Market

Impact on Top LEAST EFFICIENT

MESAMOST EFFICIENT

LESA/LEPA MOST EFFICIENT
Current Practice

Impact on Top
LEAST EFFICIENT

MESA

LESA/LEPA
MOST EFFICIENT
Strategy for EE Programs
Sprinklers in BPA Program

PUSH

21%
program savings

VS.

MAINTAIN

79%
program savings
Part 2: Ag Irrigation Market Opportunities

December 13, 2016
10:00 - 11:30 am
Kick Off
2017 Non-Res Lighting Sales Data Project
THEN
NOW
WHAT WE DID

Interviews with three Market Actors
MARKET SHARE

50% DIY
32% Mass Merchandise and Club Stores
14% Small Hardware
4% Online
ONLINE IS GROWING
HARD TO FIND LAMPS
INCANDESCENTS ARE POPULAR
SOPHISTICATED PLATFORMS
MORE TO BE DONE

DOE Utility Programs

Research

Public comment
STANDARDS ADOPTED BY ADMINISTRATION

*As of June 20, 2016
Source: ASAP/ACEEE
# Processes That Could Impact Some “Done” Standards

| 1. | Congressional Review Act (CRA). A “60 legislative day” Congressional review. |
| 2. | Error Correction Process: Before a standard is placed in the Federal Register, there is an "error correction" process which requires a 45 day waiting period. |
| 3. | Waiting Period: A 110 day period during which anybody can raise objections. The Secretary of Energy can decide to withdraw rules in response to objections. |
STANDARDS THAT MIGHT BE IMPACTED

1. Ceiling fans
2. Uninterruptible power supplies
3. Portable ACs
4. Commercial boilers
5. Compressors
6. Walk in coolers

1. Central AC/HP (DOE published this rule on 12/5)
2. Dedicated pool pumps

1. Dehumidifier
2. Battery chargers
Waiting to see on expanded coverage

These standards could be published in the federal register by January 20th, but would be subject to the Congressional Review Act.
OUR NEXT CALL

Hoping to include a guest speaker: Tom Eckman or Council staff

We will be trying to get more information on the process surrounding EISA and the manufactured homes standards for the January call
WATCH FOR

- LIGHTING RESEARCH RESULTS
  - RESIDENTIAL FINAL RESULTS
  - NON RESIDENTIAL DRAFT RESULTS
  - MARKET INTELLIGENCE BOOKLET

- DECEMBER 13TH AG PRESENTATION

- NATIONAL ACCOUNTS RESEARCH

- UPDATE ON STANDARDS
See you next month!

- Next meeting: January 4th

Happy Holidays!