

Achieving Residential Program Savings in a New Era

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## Background

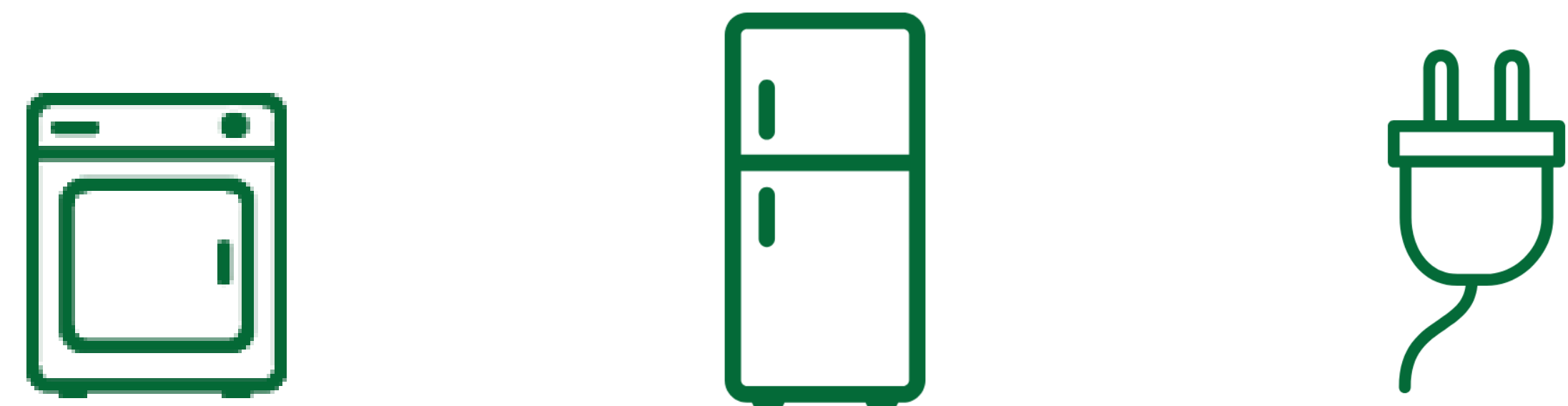
- A future where the lighting market has been transformed has many Program Administrators asking "What's Next?"
- This research documented codes and standards and explored through 24 interviews with industry experts:
  - Products that have shown substantial savings
  - Products interviewees intended to focus on or emphasize in future planning
  - How programs can influence consumer choice/purchasing behavior

## Emerging Technologies

Smart/behavioral based products show potential including:



New technologies in traditional products also offer opportunities including:



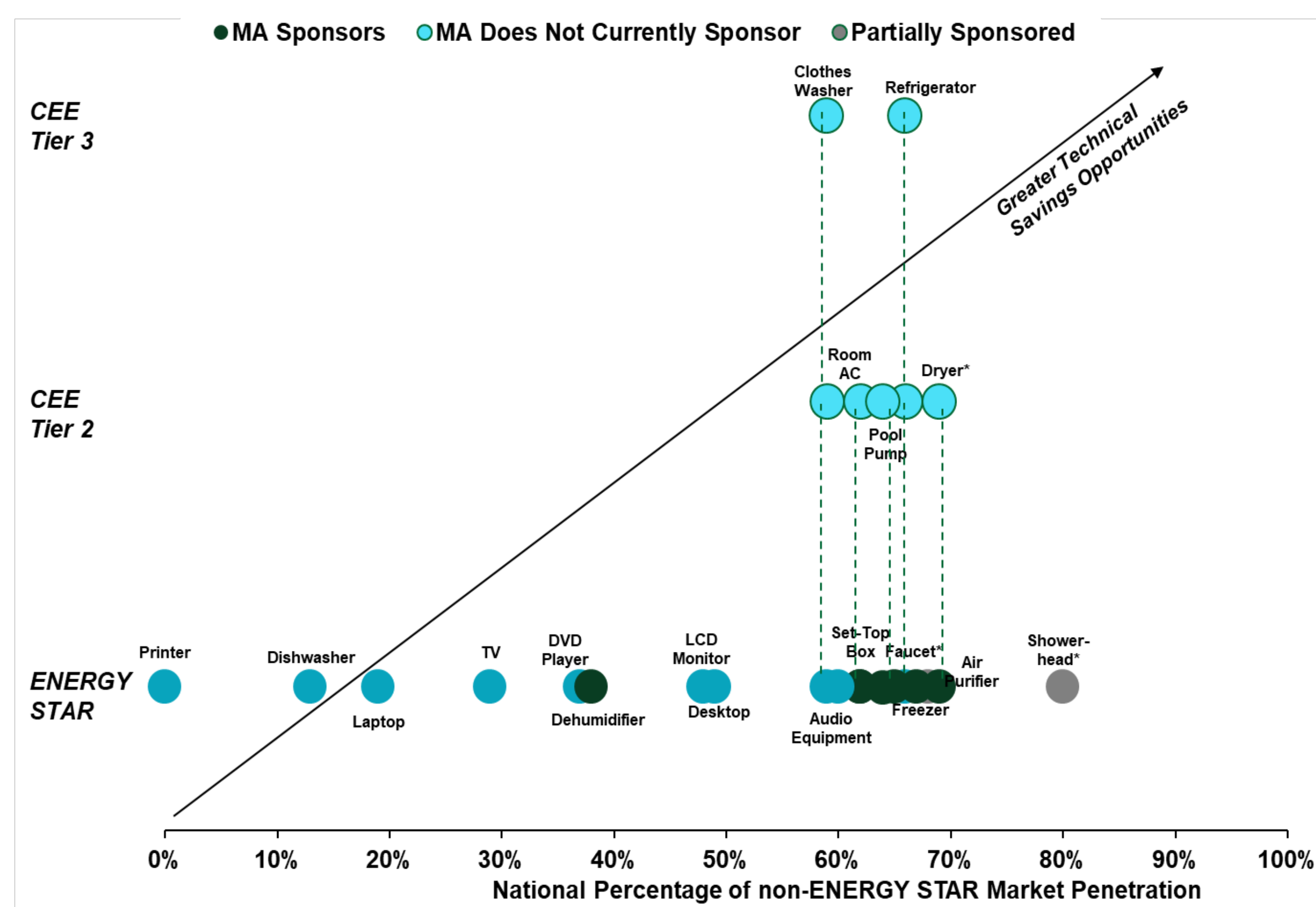
Heat-pump dryers    Solid-state refrigerators    EV chargers

## Leveraging Efficient Products

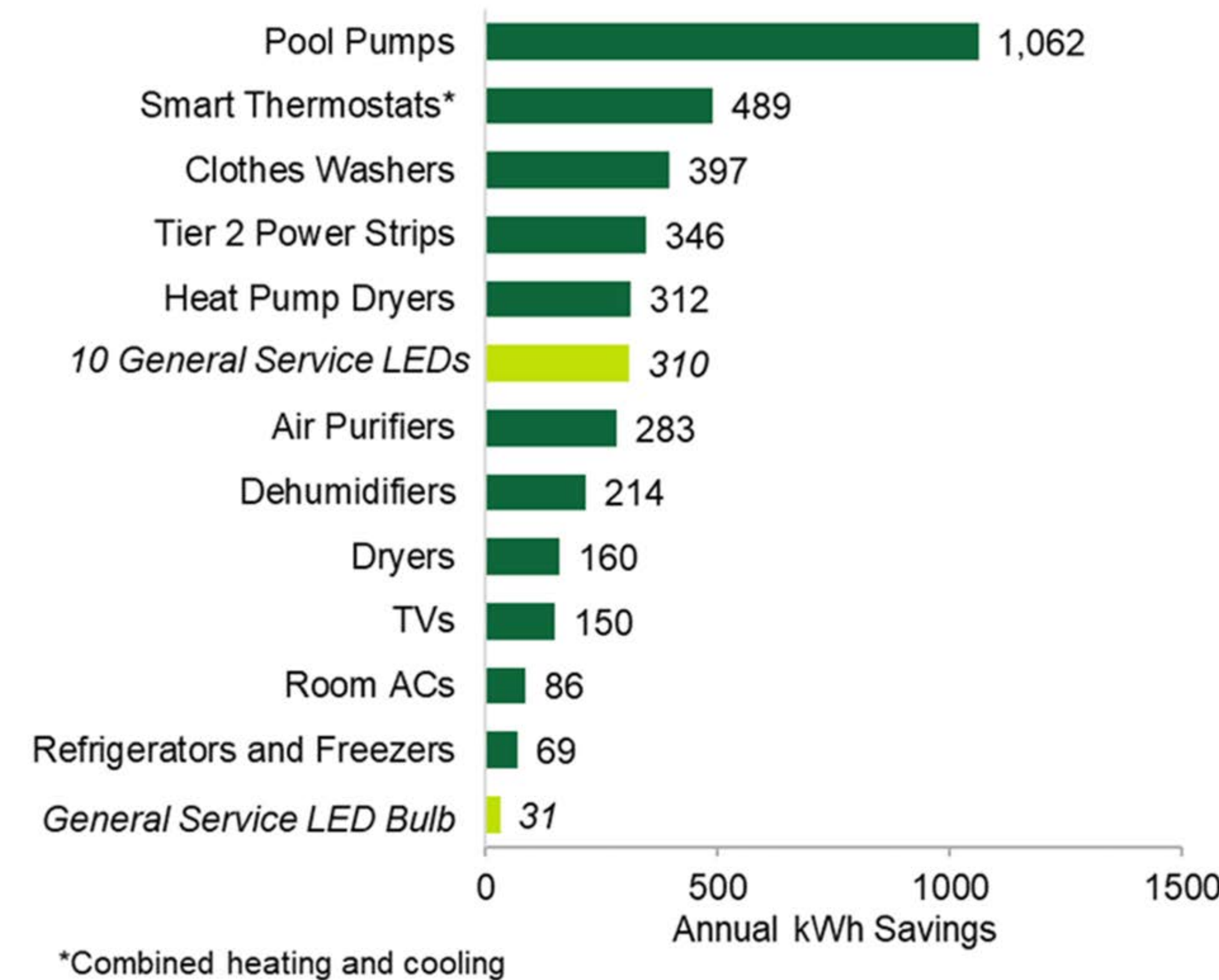
Making the utility "present" in decision-making and purchasing

- Online marketplace and social media
- Targeting high use
- MF/Low Income
- Midstream/Upstream Opportunities
  - The ENERGY STAR Retail Products Platform

## Traditional Opportunities



## Savings Opportunities



Comparison of online retail interfaces for Enervee, Home Depot, Lowe's, Walmart, Best Buy, Whirlpool, and GE. The image shows various sorting and filtering options available on these platforms, such as 'Energy Score highest/lowest', 'User Reviews highest/lowest', 'Price highest/lowest', 'CLEARCOST highest/lowest', 'Sort By: Top Sellers', 'Sort By: Best Match', 'Sort By: Relevance', and 'Sort By: Price: High to Low/Low to High'.

## Increasing Efficiency Information

## Challenges

- Increasing baselines and ENERGY STAR saturation
- Identified measures still fall short replacing of lighting savings
- New and emerging technologies as opportunity areas

## Conclusions

- Product opportunities shrinking but still exist with right mix of products and good program delivery/design
- Innovative and new technologies present the best opportunities
- Midstream/Upstream delivery methods have potential
- Influencing the online market is an opportunity

