

New York State - Energy Efficiency Portfolio Standard

Working Group 2 – Program Summaries

Program Name: Market Support

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Administering Entity: NYSERDA

Targeted Sector: Residential and small business consumers and homeowners; retailers and manufacturers of appliances, electronics, lighting; MF building owners and managers

Funding years	Funding Source	Total Budget (Millions)	Cumulative Funds Spent (Millions)	Current Annual Expenditures (Year Millions)	Energy Savings		Demand Savings		Total Resource Cost (TRC) Results*
					Cumulative (MWh)	Current Annual (MWh)	Cumulative System Coincident Load Reduction (MW)	Current System Coincident Load Reduction (MW)	
1998-2011	SBC	\$148.9	\$105.40	\$8.8M	647 GWh; 374,163 MMBtu	107.9 GWh; 32,243 MMBtu	121.6 MW	17.3 MW	2.4 Note 1
2004-2008	various	Less than \$1M			Note 2				

* Or similar measure performance (e.g. TMET). Include description of cost test(s), identify if the analysis is retrospective or prospective and include any reference or links to on-line documents on evaluation as appropriate.

Note 1: Test is for ENERGY STAR Products Program only. Marketing costs are rolled into cost test at the portfolio level as many marketing activities are comprehensive in nature, or are for the purpose of general awareness and education, and not allocable at the program level.

Note 2: Various programs (single family, multifamily & low-income) from other (non-SBC) funding sources included modest funds for marketing support. No metrics are collected here – all savings are reported under the relevant programs.

Description of Total Market Effects Test (TMET-1): Compares quantifiable resource life-cycle benefits from program participants and spillover (net of free-ridership) effects against both NYSERDA and customer costs (where applicable) incurred in achieving those benefits. See [March 2007 Quarterly Evaluation Report](#), section 3. The test used here, TMET-1, is the most conservative test (does not include market price effects, non-energy benefits, and macroeconomic benefits). Additional evaluation findings can also be found, such as consumer awareness and understanding of the ENERGY STAR label and its impact on purchasing decisions ([June 2007 report](#), section 4.2.3), and progress toward program goals (section 4.5.) Does not include post-program benefits related to market transformation.

Program Description: The Market Support Program (see [SBC III Operating Plan](#), section 5.3) provides support services to the building performance and low-income programs by increasing the availability of energy-efficient products and by increasing consumer demand for services. There are three major components to the Market Support Program: 1) the ENERGY STAR Products Initiative; 2) the Program Marketing Initiative; and 3) the GetEnergySmart.org website. The Products program provides co-op promotion and market-share incentives to mid- and up-stream partners, sales staff training, free point-of-purchase materials, listing on web site, participation in statewide/national initiatives, coordination with/connection to other NYSERDA program mid-stream partners (builders, contractors, etc), in exchange for market share data and a commitment to promoting and selling ENERGY STAR products. Consumer demand is built through extensive multi-media campaigns. Marketing also supports all other residential programs. Funding includes previous "Keep Cool" room air conditioner bounty (trade-in) program, which was implemented in coordination with NYPA and LIPA in 2000-2003.

Relationship to Staff Preliminary Proposal: Staff proposal recommends expansion of Products program, and indicates that marketing & education needs to be increased.

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Current status: Appliance program is on strong MT path - significant increases in market share (as high as anywhere else in the country) have been achieved without rebates by educating consumers and driving demand while supporting supply infrastructure. Lighting program is now getting traction due to recently expanded partnership base and stepped up consumer education campaigns. Recent evaluation showed 1.5 CFLs per household purchased in 2006, which is lower than rates in regions where rebates have been heavily distributed (2.2-2.4 CFLs per HH) but nearly twice the national average of .8 CFLs per HH. Consumer electronics campaign just starting and has a strong focus on behavior-based savings.

Barriers, challenges, gaps: Much more extensive consumer education is needed - not enough funding to do the job as well as is needed to achieve the targeted savings; need more funds for program marketing to drive consumer demand for EE services (home performance, ENERGY STAR homes, multifamily), but must balance demand with capacity to do the work.

Ramp-up potential, limitations, where help is needed to fulfill potential: Immediate increase in marketing budget of \$10M annually would increase participation levels in building performance programs and drive more sales of ENERGY STAR products. Additional \$5M would allow expansion of Products program to gray goods, increase co-op promotions of CFLs enabling sales of at least 3 CFLs per household within several years (see Staff proposal.)

Possible roles for utilities are as follows:

- Bounties on replacement of air conditioners and refrigerators
- Grass roots and direct marketing to customers, although messaging needs to be coordinated centrally statewide
- CFL coupon program for low-income households only (HEAP-eligible, payment-troubled)

Co-benefits: Environmental benefits related to reduced electric consumption. Economic benefits to retailers due to early replacement of products.

Other issues/considerations: Products program recognized by ACEEE as exemplary program. Consumer education and program marketing are roles that every organization can take on, but there should be central coordination to ensure consistent messaging and complementary program support.