
NH Energy Efficiency Resource Standard

Three-Year Program Plan





Review of

ENERGY STAR® Products

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Desired Outcomes (Overall, Not Program Specific)

- Increase program yields
 - Serve more customers
 - Increase customer savings
 - Further develop and expand NH's product and service provider infrastructure
 - Result in sustained, orderly market development
 - Stimulate private investment and the use of new financing approaches
 - Increase awareness of the job creation and economic development impacts of EE
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Characteristics of a Successful Lighting Program

Lighting

- Promotes quality ENERGY STAR® Certified products
 - Supports a wide range of LED lamp types
 - Scales incentives to cost of lamp and savings
 - Stays abreast of and includes lighting innovation
 - Connectivity
 - Color Tunable for health
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Characteristics of a Successful White Goods Appliance Program

- Supports product tiers ENERGY STAR (ENERGY STAR Most Efficient, and others)
 - Scales incentive \$\$ to savings
 - Provides broad product offerings, including products that are numerous in homes, but may have low energy savings
 - Includes consumer electronics
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Characteristics of a Successful HVAC Appliance Program

- Overcomes hurdles to participation through upstream program implementation
 - Identifies strategies and tactics to address emergency replacement market - 80/20
 - Provides upstream incentives to influence Distributor stocking and sales practices
 - Provides prompt payment of midstream incentives , ≤ 30 days, to improve Distributor cash flow.
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Recommendations for NH Saves Lighting Program

- Only support ENERGY STAR Certified Lighting products with NHS Incentives - promote quality
 - Track shelf space allocated to ENERGY STAR vs non-ENERGY STAR certified LED Lamps - increase support for ENERGY STAR if necessary to displace non-certified lamps
 - Offer higher incentives for specialty ENERGY STAR LED lighting products, i.e., reflectors, decorative, connected and color tunable lamps to satisfy all of NH ratepayer's lighting application needs
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Recommendations for NH Saves White Goods Appliance Program

- Support product tiers ENERGY STAR (and others), tie incentive \$\$ to savings
 - Broaden product offering to include home electronics and Home Energy Management
 - Launch a midstream white goods and electronics promotion using the ENERGY STAR Retail Products Platform
 - Join the ENERGY STAR Retail Products Platform Task Force and Product Selection Committee to influence program development
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Recommendations for NH Saves HVAC Appliance Program

- Move incentives upstream to influence Distributor stocking and sales practices – address emergency replacement dilemma
 - Provide Distributor Administrative Fees, to cover Distributor's cost of participation – contributes to Distributor's revenue
 - Provide quick turn around on Distributor incentive and fee reimbursement requests
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