



CADMUS



Are We There Yet? How To Measure Market Transformation (And Count the Savings)

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March 22, 2016

Market Transformation



Education & Marketing



Creates Awareness



Product Availability



Before



After

Consumer Awareness & Satisfaction



Willingness to Pay

A photograph of three young women walking through a busy city street, laughing and carrying several shopping bags. They are dressed in casual, trendy clothing. The woman on the left is wearing a white top and a blue skirt. The woman in the middle is wearing a pink top and a black skirt. The woman on the right is wearing a blue top and a black skirt. They are all smiling and looking towards the camera. The background is a blurred city street with other pedestrians and buildings.

Dear Shopper: If those light bulbs were not discounted by your utility, would you have still purchased one?

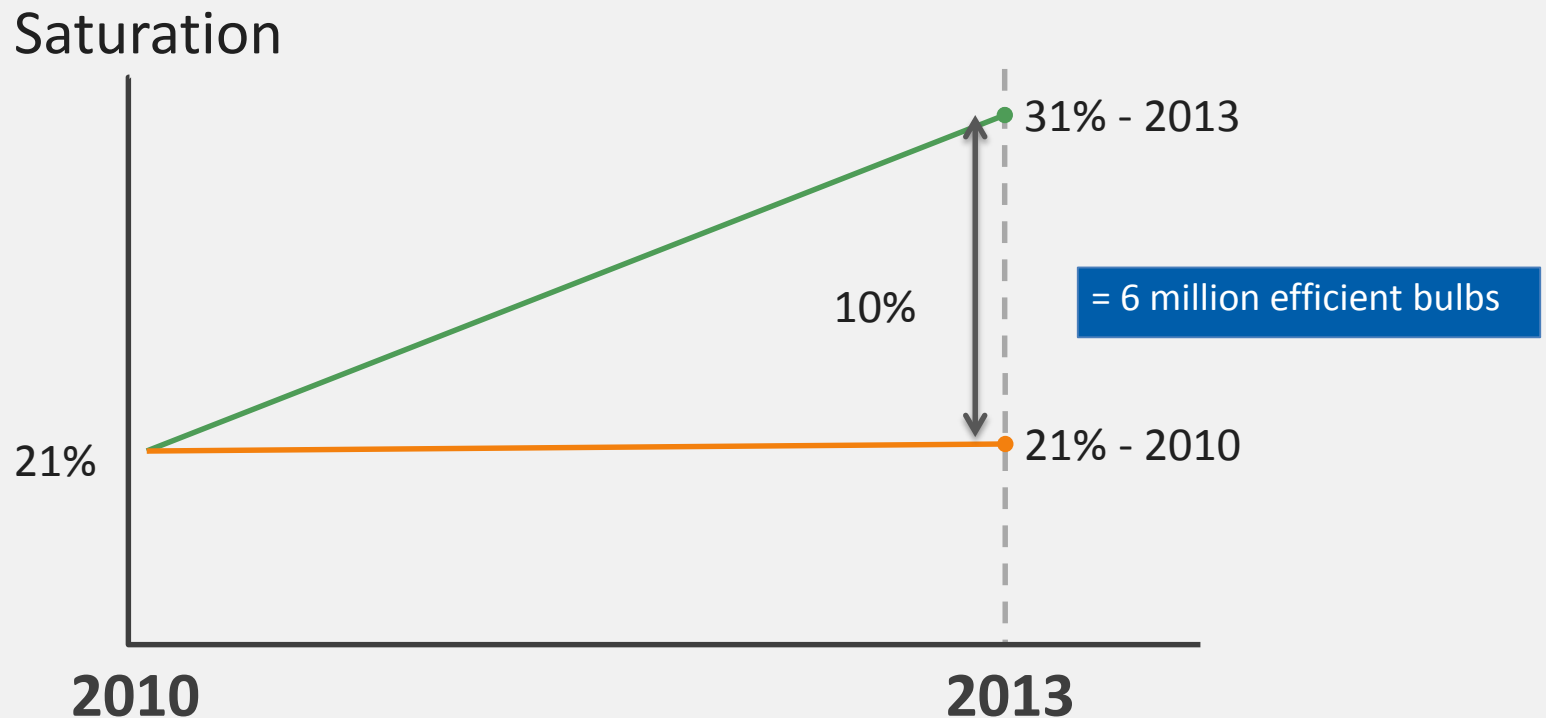


But wait.... if these light bulbs were not stocked at the store, or you had never heard of them, or never used one would you have still purchased one?

How Do You Count The Savings?

5.60	21.06	-0.10
21.16	21.10	-0.30
21.35	9.61	+0.37
9.75	14.51	-0.05
14.84	9.17	+0.03
9.24	29.50	
29.79	13.50	+0.06
13.59	19.65	+0.07
19.73	21.06	
21.16		

Measure efficient lighting in homes



Customer Name



First

Last

Address

City

ZIP

Audit Start

Audit End

Removal Start

Removal End

Cadmus ID

Site Details

Incentive/Photos/Notes

Initial Interview

Meters

Room Inventory

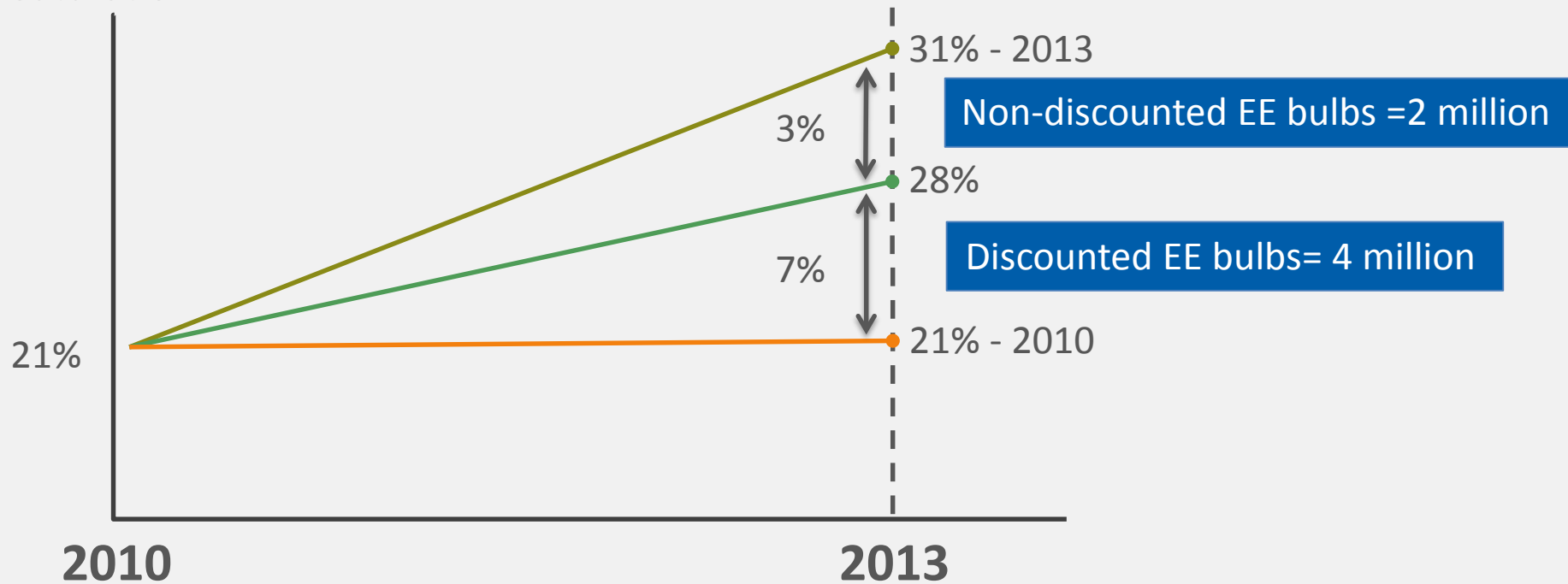
Mechanical



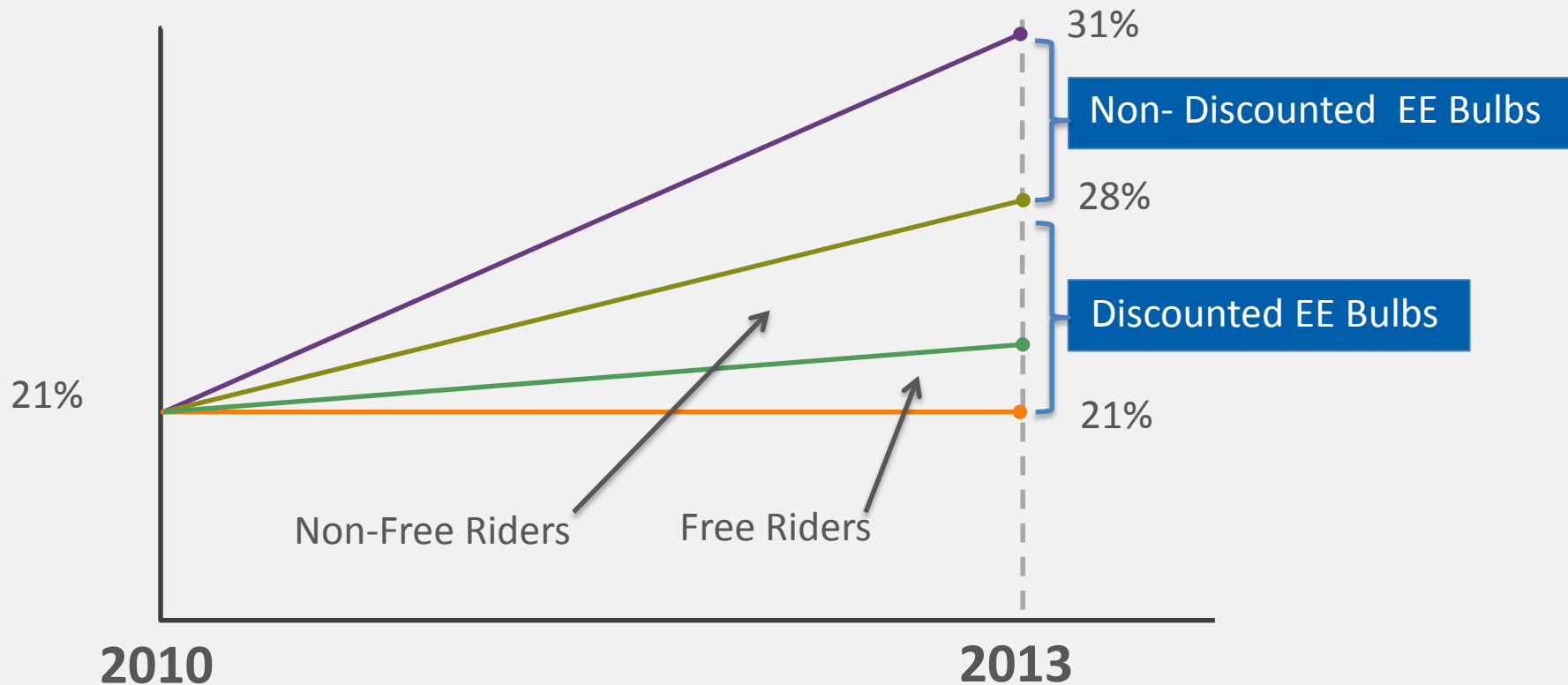
Install Tech Removal Tech

Add in Program Accounting

Efficient Light Bulb Saturation



Attribute Program Discounted EE Bulbs

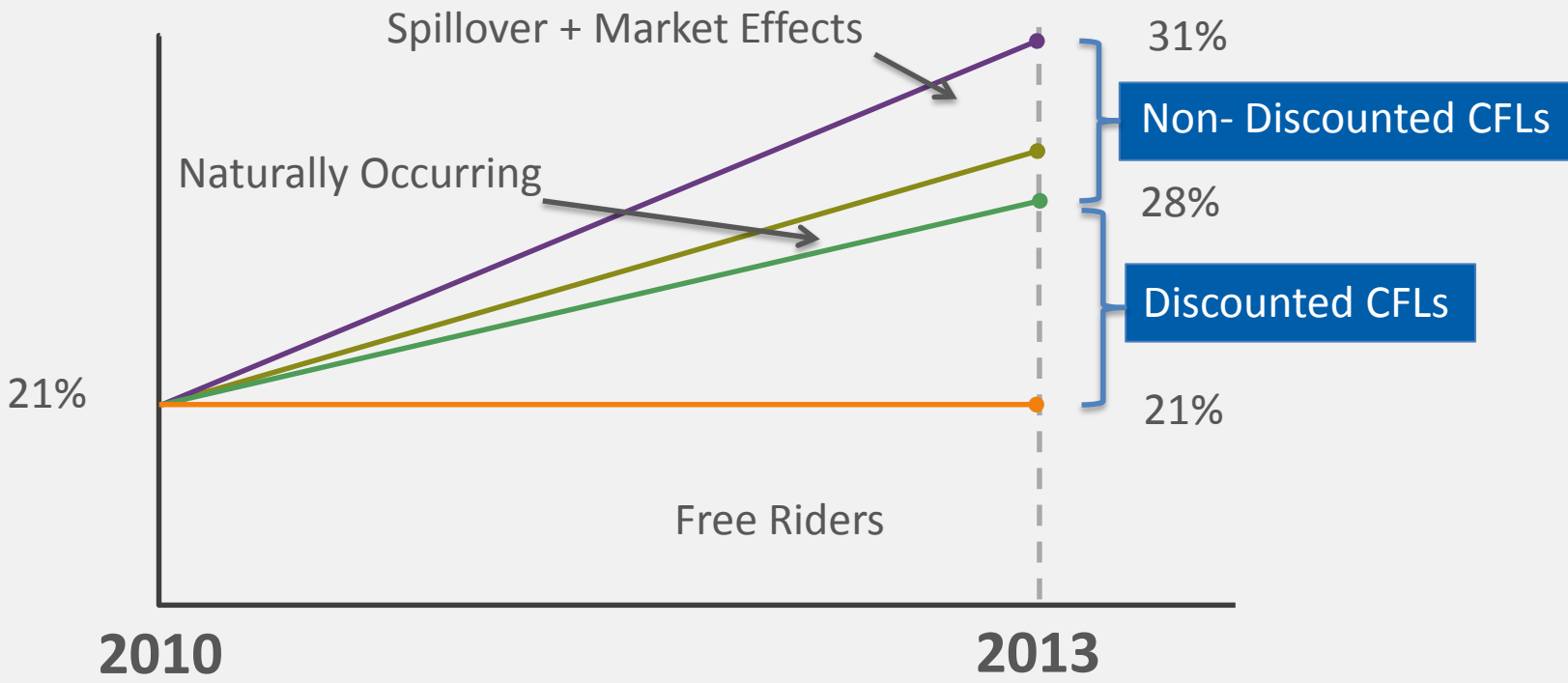


Free riders –

**would have purchased same light bulb
without program discount**

Does not result in “program” savings

Proportion Naturally Occurring \approx Proportion Free ridership



Spillover & Market Effects

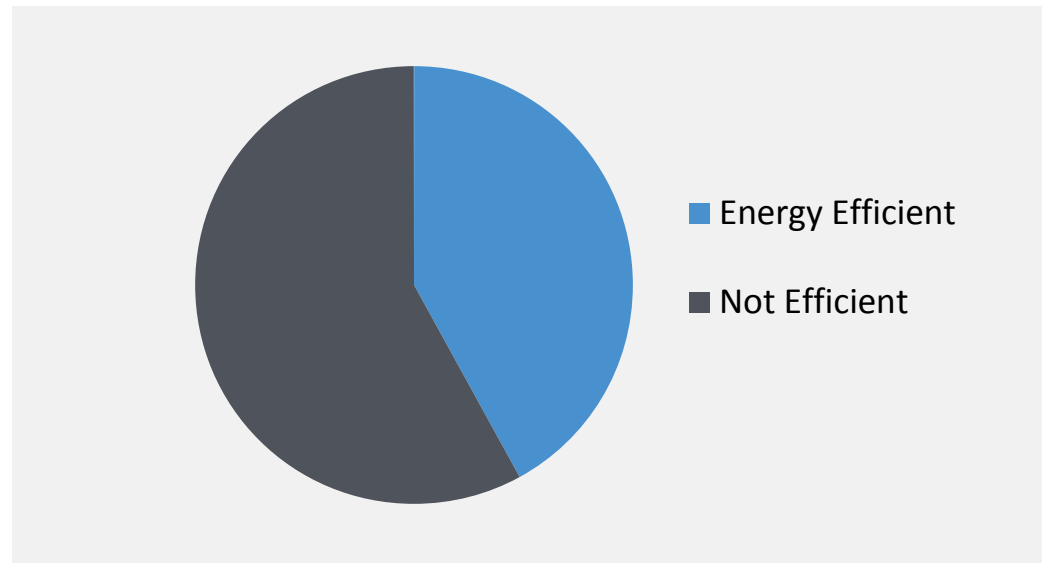
- **Spillover (Short Term)**
Program Awareness
- **Market Effects (Long Term)**
Market Changes
 - Consumer education
 - Increased program stocking
 - Retailer sales knowledge

Spillover & Market Effects

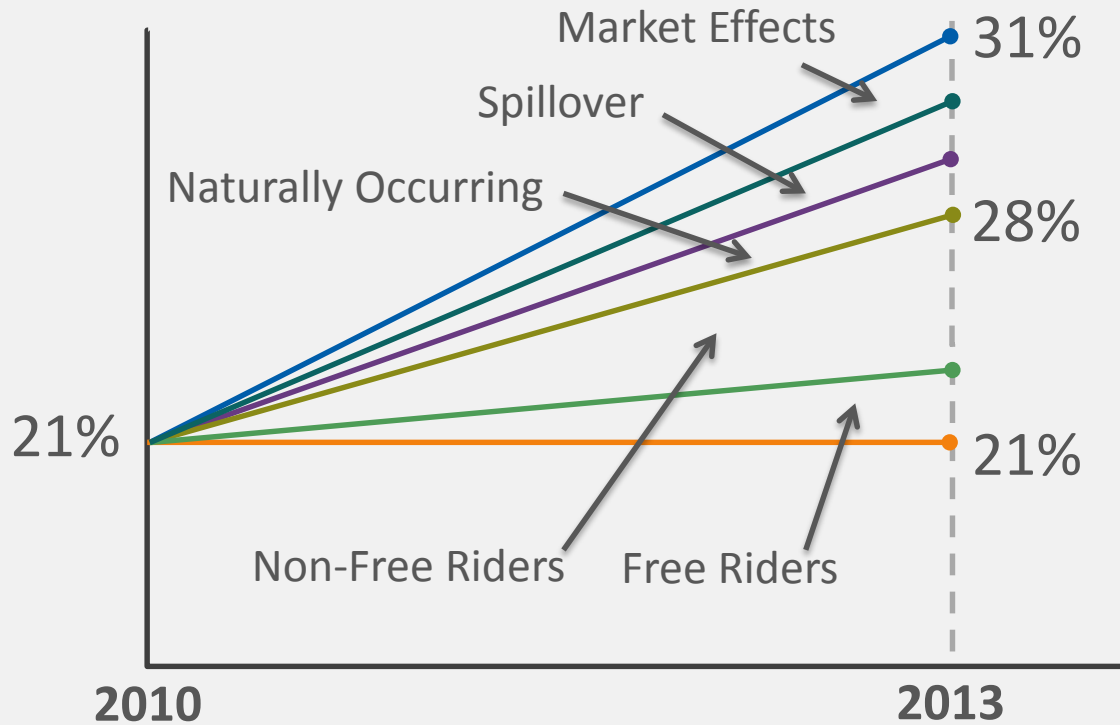
- **Attribution:**

Market Indicator

– Energy Efficient
Bulb Stocking %



Full Attribution



Attribution



Program Impacts:

4 million bulbs discounted resulted in about 5 million program-induced installations
At about 40 kWh each, a total of 200 MWh of electricity saved



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