

# Lighting the Way Ahead

**Cheri Davis, Energy Efficiency Program Planner**

**ENERGY STAR Products Partners Meeting**

**October 29, 2014**

Powering forward. Together.



# About SMUD



- 605,000 customers
- 2nd largest muni in California, 6th largest in the US
- 900 square miles
- \$1.4 billion in revenue
- Not-for-Profit Utility
- Elected Board of Directors
- 3299 MW peak load
- 2034 employees

# The Basics: SMUD's Upstream Lighting Program



Instant rebate  
courtesy of SMUD



Powering forward.  
Together.

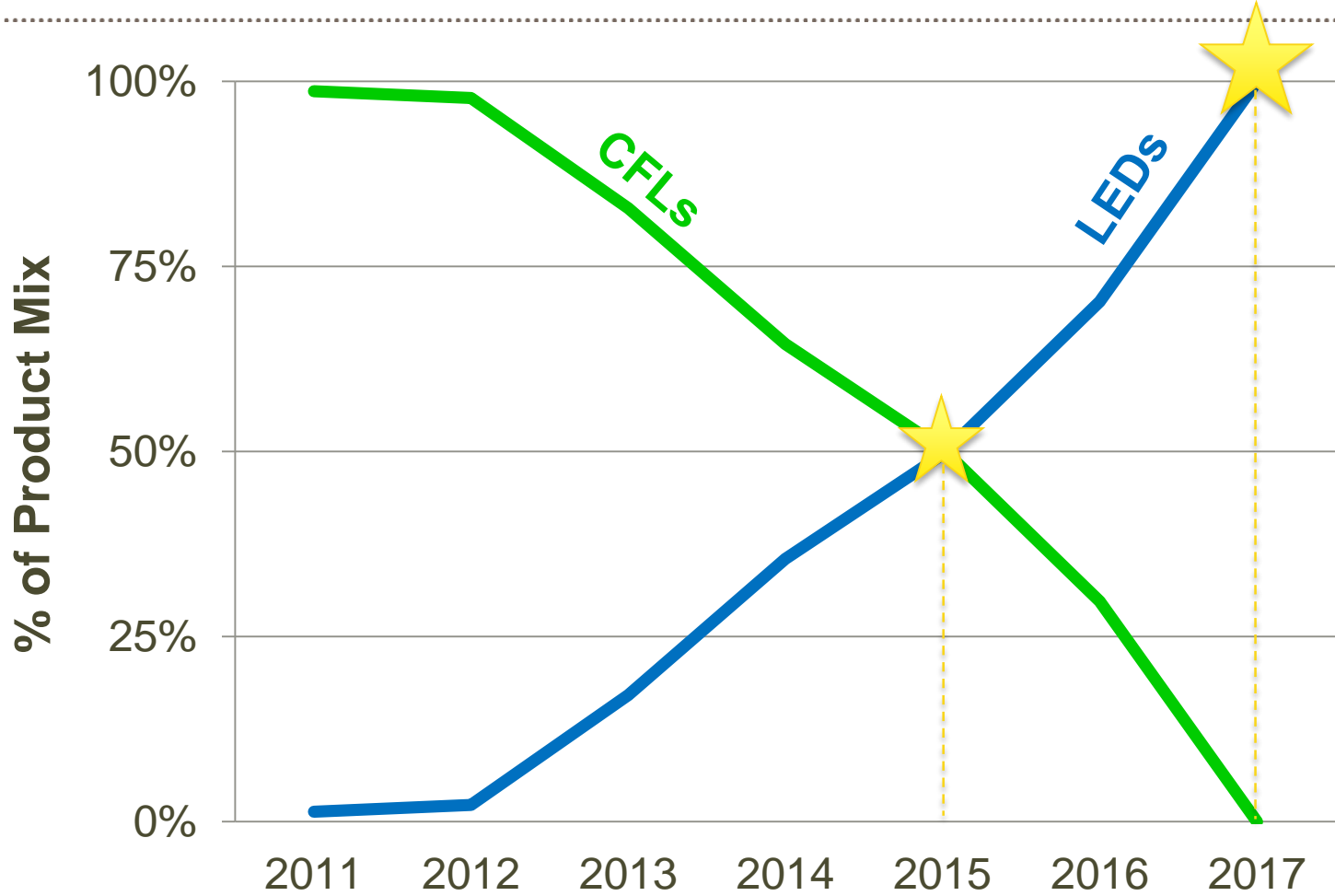
Limit 12 bulbs per customer.



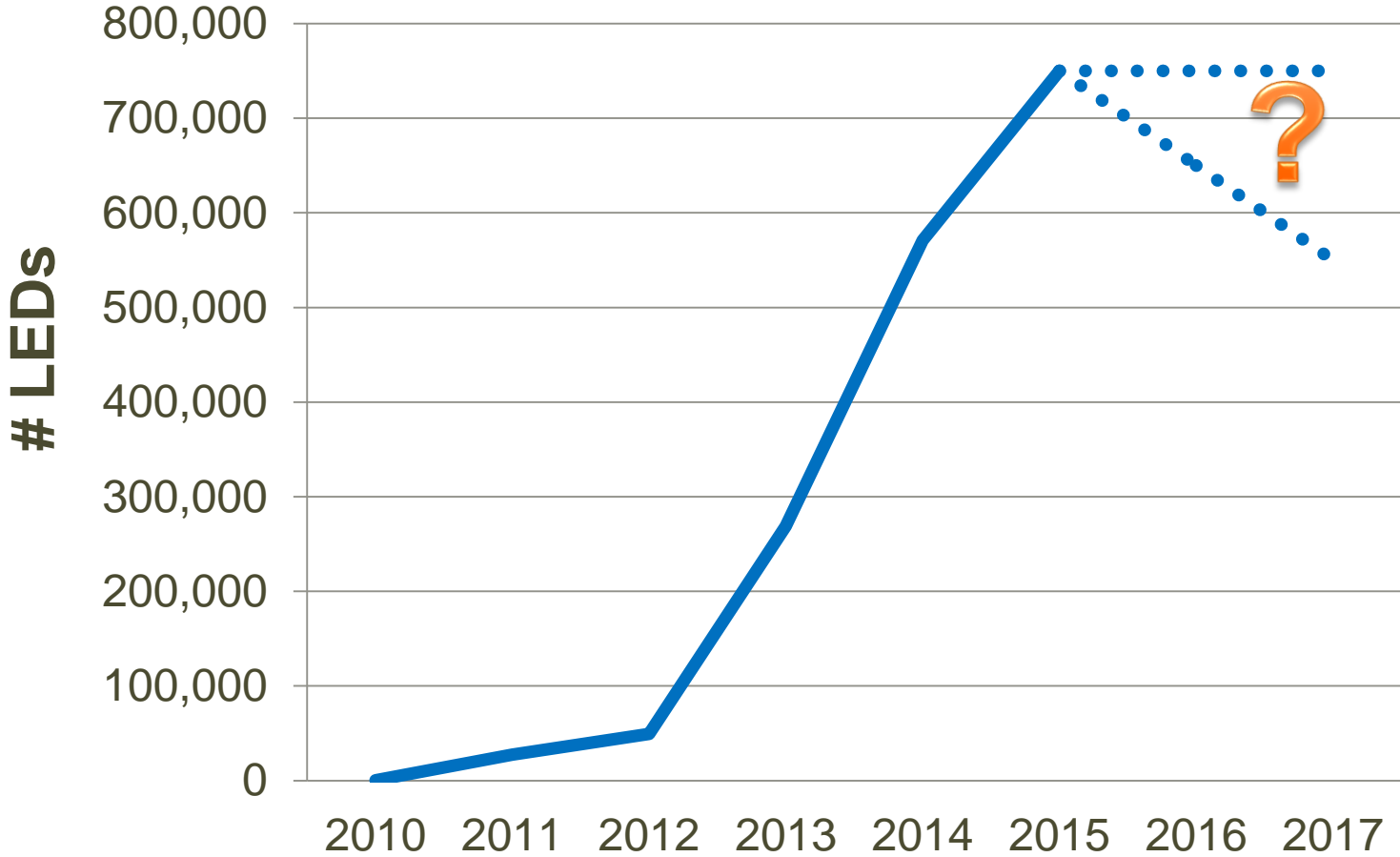
LEDs are positioned to knock CFLs out of SMUD's portfolio ... entirely!



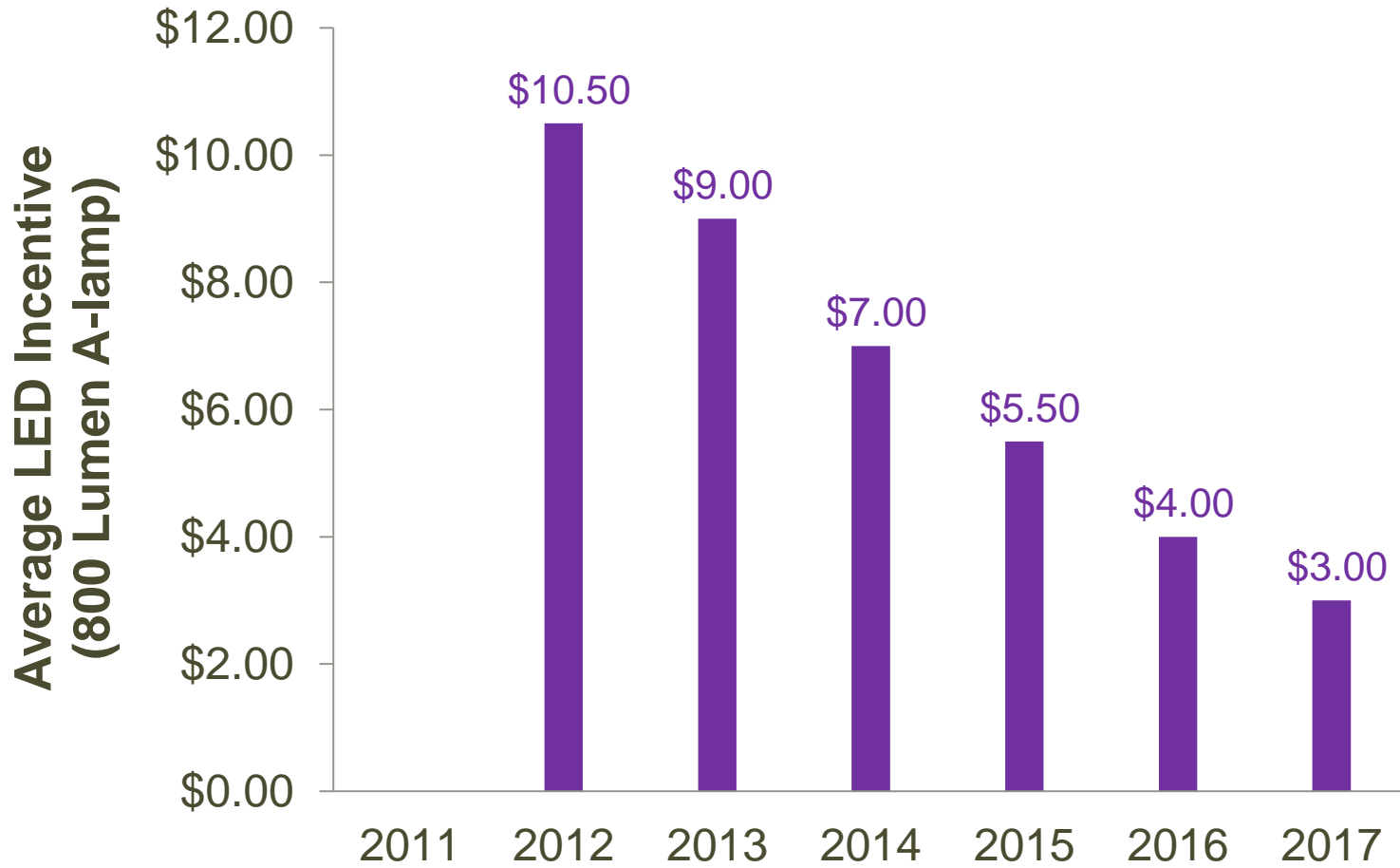
# SMUD's going all-LED!



# SMUD's going all-LED!



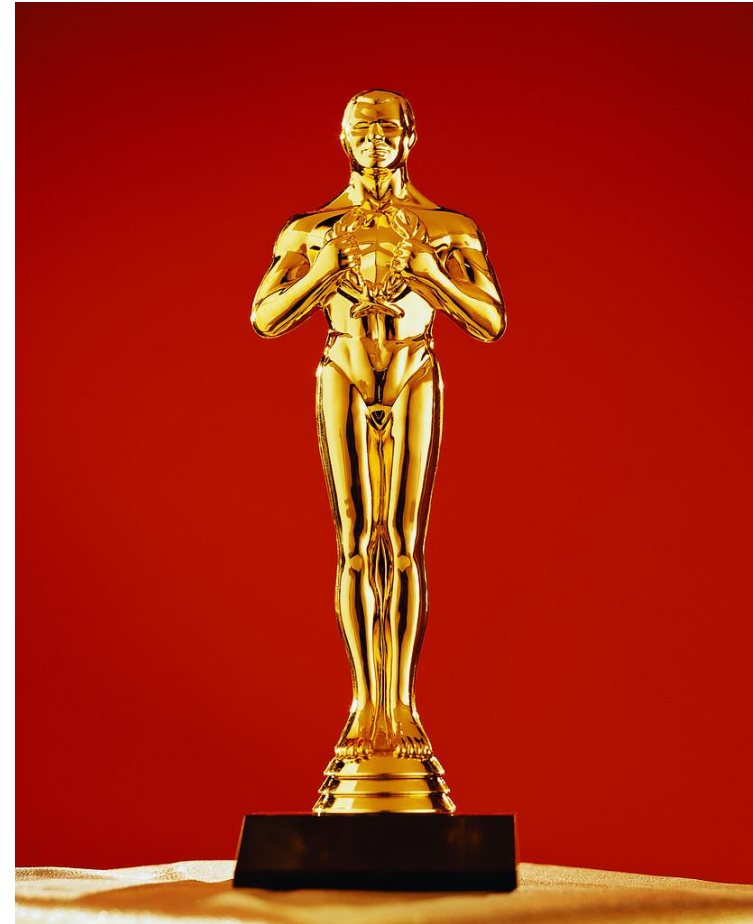
# LED incentives dropping fast!



# Getting Best in Class LEDs

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- SMUD requires dimmability for most lamp types
- SMUD pays MORE for:
  - High CRI & R9
  - Long warranty period (5 yrs)
  - Higher efficacy



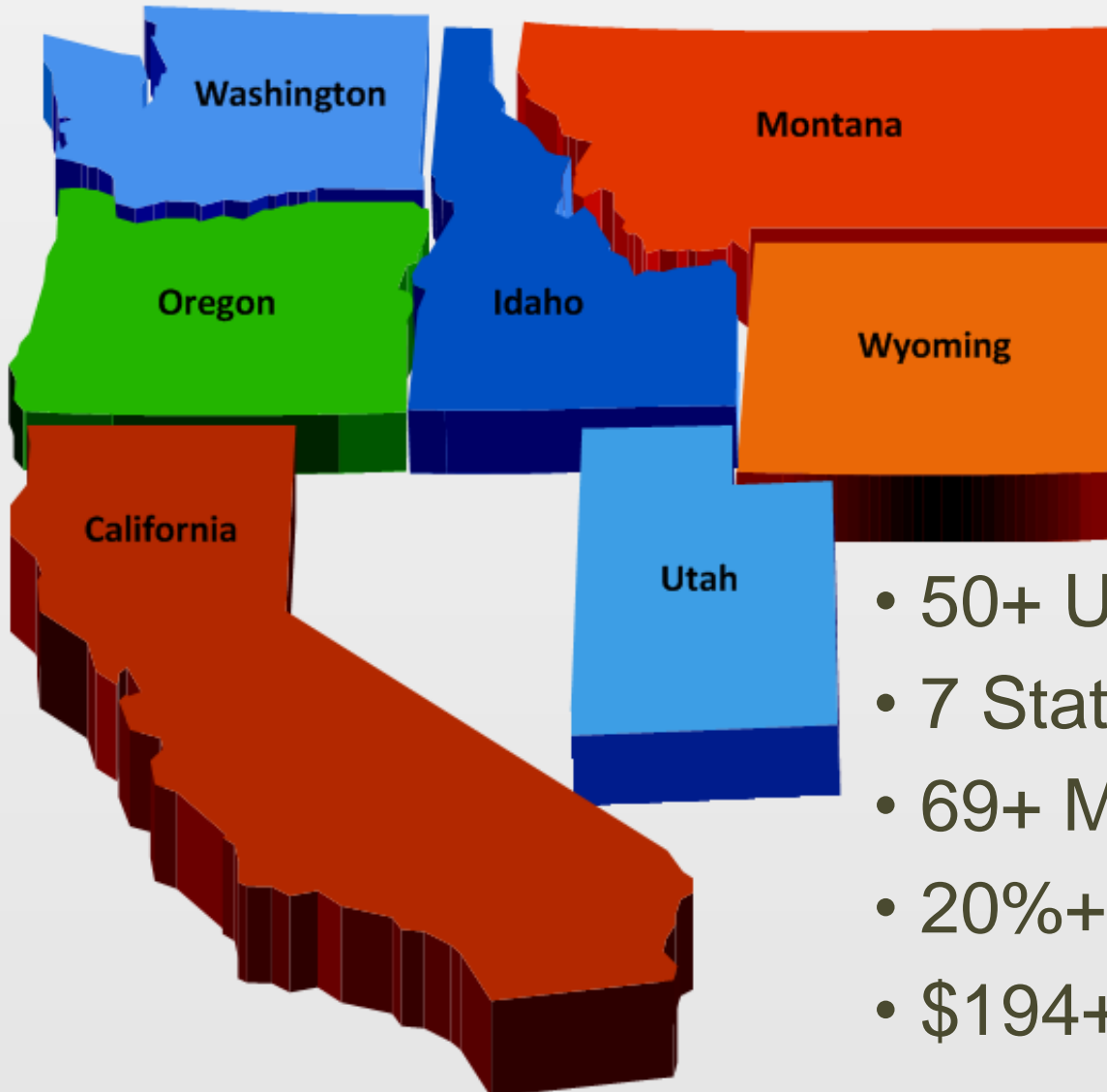


# New Approaches: Collaborating for greater impact

Western Regional Utility Network  
(WRUN)



# Western Regional Utility Network



- 50+ Utilities
- 7 States
- 69+ Million consumers
- 20%+ of the retail market
- \$194+ Million in incentives

# WRUN Online Pilot

**From:** "SMUD" <[info@smud.org](mailto:info@smud.org)>  
**Date:** October 8, 2014 at 8:40:32 AM PDT  
**To:** "CHERI DAVIS"  
**Subject:** Save 65% on Cree LED light bulbs  
**Reply-To:** [info@smud.org](mailto:info@smud.org)



## Save 65% on Cree LED bulbs

SMUD is teaming up with **The Home Depot** and Cree to offer an instant discount on LED bulbs.

Use promo code **CREE5GIN95** during check out at [homedepot.com](http://homedepot.com) to purchase a package of six Cree LED bulbs for \$19.70 — a savings of \$37.12 per six pack. This single-use promo code offer is only available to SMUD customers and only online.

Cree LED bulbs look and light like the incandescent bulbs you love and are affordably priced. Backed by a **10-year warranty**, Cree LED bulbs shine brightly while using at least **84% less energy** and are designed to deliver up to **25,000 hours** of light for your home.



# WRUN Online Pilot



More saving.  
More doing.

Tool & Truck Rental | Installation Services and Repair | Gift Cards | Help

Cart 1

Your Store:  
W Sacramento #1846 (Change)

Local Ad | Store Finder | Credit Center | Specials & Offers

Shop By  
Department ▾

Search All ▾

What can we help you find?



DIY Projects &  
Ideas ▾

Sign In or Register  
Your Account ▾

## Shopping Cart

Check out  
with **PayPal**

CHECKOUT NOW

FREE Shipping on eligible items. (see details)

	How To Get It	Unit Price	Quantity	Item Total
 Cree 60W Equivalent Soft White (2700K) A19 Dimmable LED Light Bulb (6-Pack) Model # BA19-08027OMF-12DE26-2U100	<input checked="" type="radio"/> Ship to Home Free Estimated Arrival: OCT 15 - OCT 17  <input type="radio"/> Ship to Store Free	\$19.70 <del>\$56.82</del> Save 65%	<input type="text" value="1"/> <a href="#">+ ADD TO LIST</a> <a href="#">X REMOVE</a>	\$19.70

CREE5LGZAX - Couponcode\_37F off\_SMUD\_v1

### — Promotion Code

If you have a promotion code, please enter it here. Please note that promotion codes are case-sensitive.

CREE5VZGUJ

UPDATE PRICE

# WRUN Online Pilot

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- 235,000 emails sent out
  - Open rate: 19.0%
  - Click through rate: 9.5%
    - Over half made a purchase!
- Why we're happy:
  - Low cost effort
  - High impact
  - Good PR

Next up: Customer satisfaction surveys!

# New approaches: Mobile Retail

**LED starter kit**  
1 2 3  
That's a savings of \$36 over regular retail price.  
Instant rebate courtesy of **SMUD**

**How much light do you need?**  
Brightness is measured in lumens. More lumens = more light. This chart helps show the amount of light you'll need to get rid of your old incandescent light bulbs. Place the bulb in the column your desired lumens and the best lumens of fixture.

Brightness	100 Lumens	300 Lumens	450 Lumens	800 Lumens
Desk/Task	100lm	150lm	200lm	300lm
Table Lamps, Bedside Lamps, Living Room	150lm	200lm	300lm	450lm
TV's	100lm	150lm	200lm	300lm
LED's	100lm	150lm	200lm	300lm

Welcome to **The Light Bar**  
Purchase premium LED lighting products for a fraction of the cost.

Learn more about LEDs: [smud.org/lighting/LED](http://smud.org/lighting/LED)

**Cheers to long life and big savings!**  
LED bulbs last at least 20 times longer than the average incandescent bulb. Install an LED bulb today and start 20+ years of energy savings!

1 13W LED light bulb = 20+ 60W incandescent light bulbs

\$31 Electricity cost over 20 years = \$145  
Your big savings = \$114 per bulb

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# New approaches: Mobile Retail

Welcome to

## The Light Bar

Purchase premium  
**LED lighting** products  
for a fraction of the cost.

## How much **light** do you need?

Brightness is measured in lumens. **More lumens = more light.** The chart below shows the amount of light you're used to getting from your old incandescent light bulbs. Next, find the bulb that delivers your desired brightness with the least number of watts.

Rated life	Brightness	450 Lumens	800 Lumens	1100 Lumens	1600 Lumens
1 year	Standard Incandescents	40W	60W	75W	100W
2 years	New Halogen Incandescents <i>Save up to 28%</i>	29W	43W	53W	72W
6 years	CFLs <i>Save up to 75%</i>	9W	14W	19W	23W
20+ years	LEDs <i>Save up to 80%</i>	6-8W	9-13W	14-17W	18-22W

# New approaches: Mobile Retail





# The future of SMUD lighting programs

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- More online projects
- Try out midstream approaches
- More lighting with special features:
  - Tune-able
  - Programmable
  - Motion-sensing



# Responsive Lighting



## Meet Alba

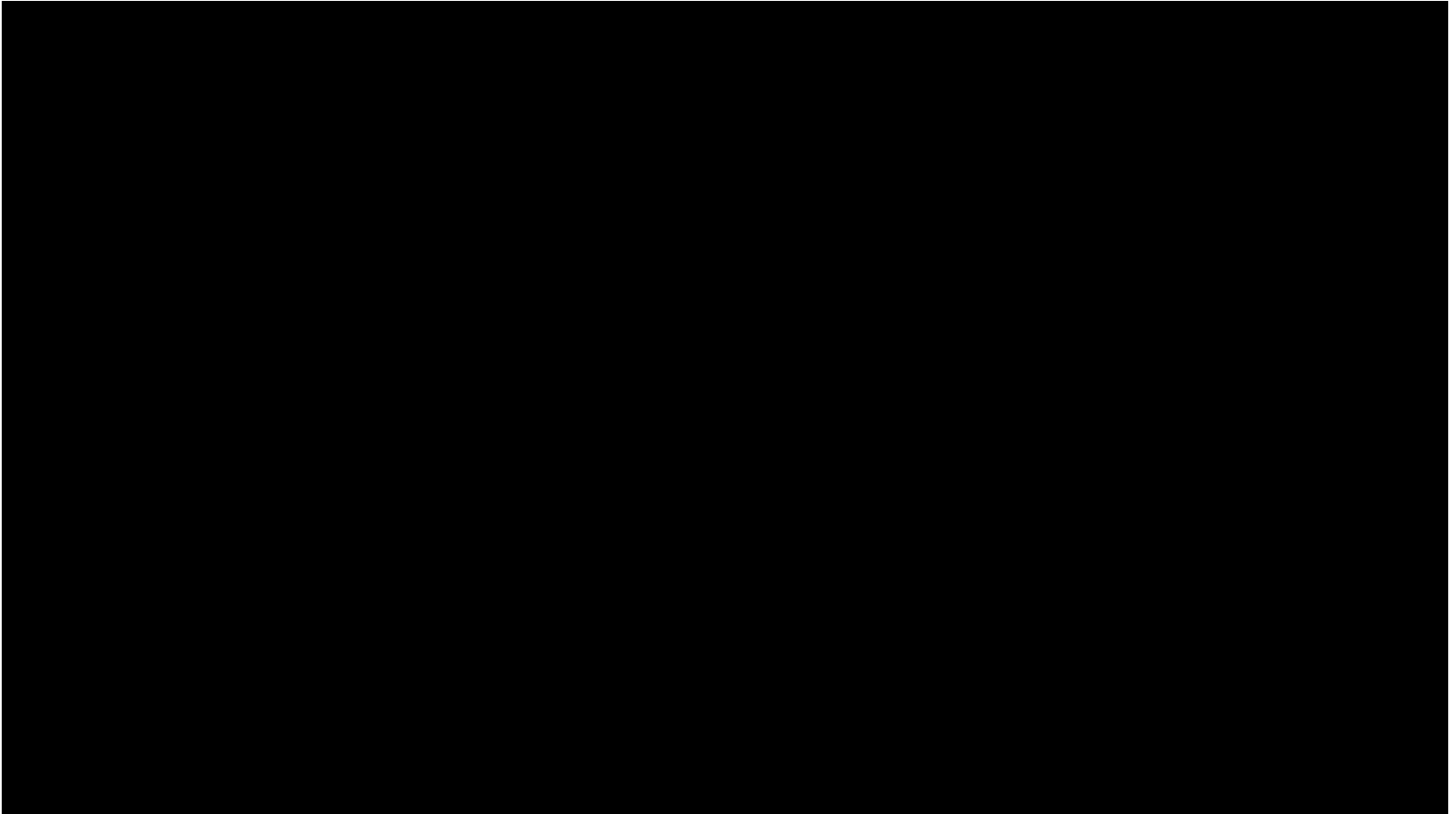
The world's first responsive lightbulb.

Pre-Order

Watch the Video

# Responsive Lighting

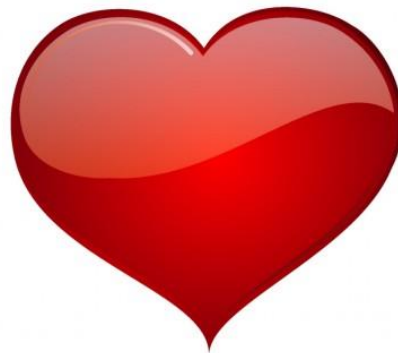
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# Final Thoughts

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## California



# Final Thoughts

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# Final Thoughts

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At the rate we're going, how much longer can we continue before the market is saturated?



We're riding the wave while we can!



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