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Poster Title: So, What Would You Say You Do Here? Asking The Hard Questions About The Role Of Direct Install Programs

Abstract: With saturation levels climbing and lighting standards looming, the writing seems to be on the wall for traditional upstream residential lighting programs, but does this mean residential direct install programs share the same fate? LEDs are a staple of home energy audit and assessment programs. Low costs, ease of installation, and high electric savings help to boost the cost effectiveness of direct install programs. Unlike LEDs sold through traditional upstream programs, which are generally used to replace lamps after they fail, LEDs installed through direct install efforts are often considered early replacements. However, with the market rapidly transforming, program administrators are struggling to understand what role LEDs will play in direct install programs in the coming years. Questions regarding effective useful life (EUL) and net-to-gross ratios (NTGR), and interaction with existing upstream and midstream programs, must be answered before program plans are set. One program administrator has already answered these questions using a consensus process that included program administrators, regulators, and evaluators. The consensus process leveraged an innovative tool designed to help the group make decisions in bite-sized chunks, with each decision building upon the last. The tool was designed to facilitate conversation by providing updated NTGR and EUL estimates in real-time based on decisions made by the group. In the end, a seemingly onerous task came down to agreeing on values for three key inputs, namely: market movement, market movement escalation, and market movement attributable to the upstream program. The tool also carefully accounts for interactions between upstream or midstream program interventions and direct install programs, an area that may be of interest in the future as programs increasingly move towards midstream. Readers will be able to take lessons learned from the paper to help develop their own key inputs to define their own markets (regardless of end use) and develop region-specific EULs and NTGRs (subject to data availability). Readers will also be provided with access to the publicly available tool to help facilitate their own consensus processes. This paper will be of extreme interest to a wide variety of program planners, implementers, administrators, regulators, and evaluators. All research for the paper is complete.