



**Aug. 2**

**Strategic Plan**

**Our New Projects**

**Non-Res Sales Data**







**ETHAN**

MANTHEY







**BONNIE**

WATSON



# **STRATEGIC PLAN (2016-2021)**

## **Focus**

On tracking changes in **total market energy consumption** for high-priority markets.

# **STRATEGIC OBJECTIVES**

## **Building**

Full-Market  
Consumption  
Models

## **Integrating**

With Transmission &  
Load Forecasting

## **Engaging**

With stakeholders &  
getting external RTF  
subcommittee  
review of our work

# HIGH PRIORITY MARKETS



## Markets With Significant

- Energy consumption
- Market changes impacting consumption



# HIGH PRIORITY MARKETS



- Non-Res Lighting
- Res Lighting
- Res HVAC
- Com HVAC
- (New) Res hot water
- (New) Data centers

# PHASED APPROACH



## Phases

1. Understand market
2. Develop method
3. Collect data
4. Build model



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AIONA



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WATSON



# OUR UPCOMING PROJECTS



Lighting



HVAC



Data Centers



Hot Water

# OUR UPCOMING PROJECTS



**Lighting**



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**Hot Water**



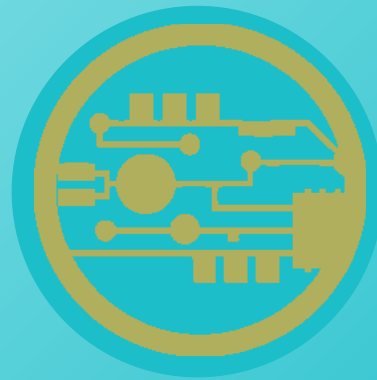
# OUR UPCOMING PROJECTS



**Lighting**



**HVAC**



**Data Centers**

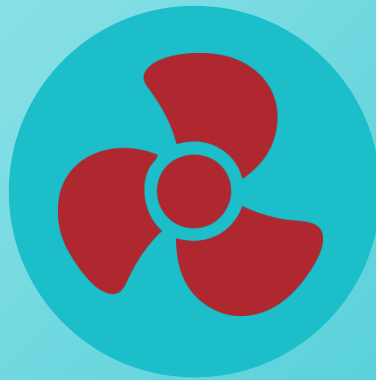


**Hot Water**

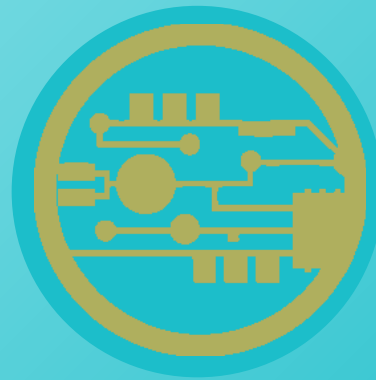
# OUR UPCOMING PROJECTS



Lighting



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Bonneville  
POWER ADMINISTRATION

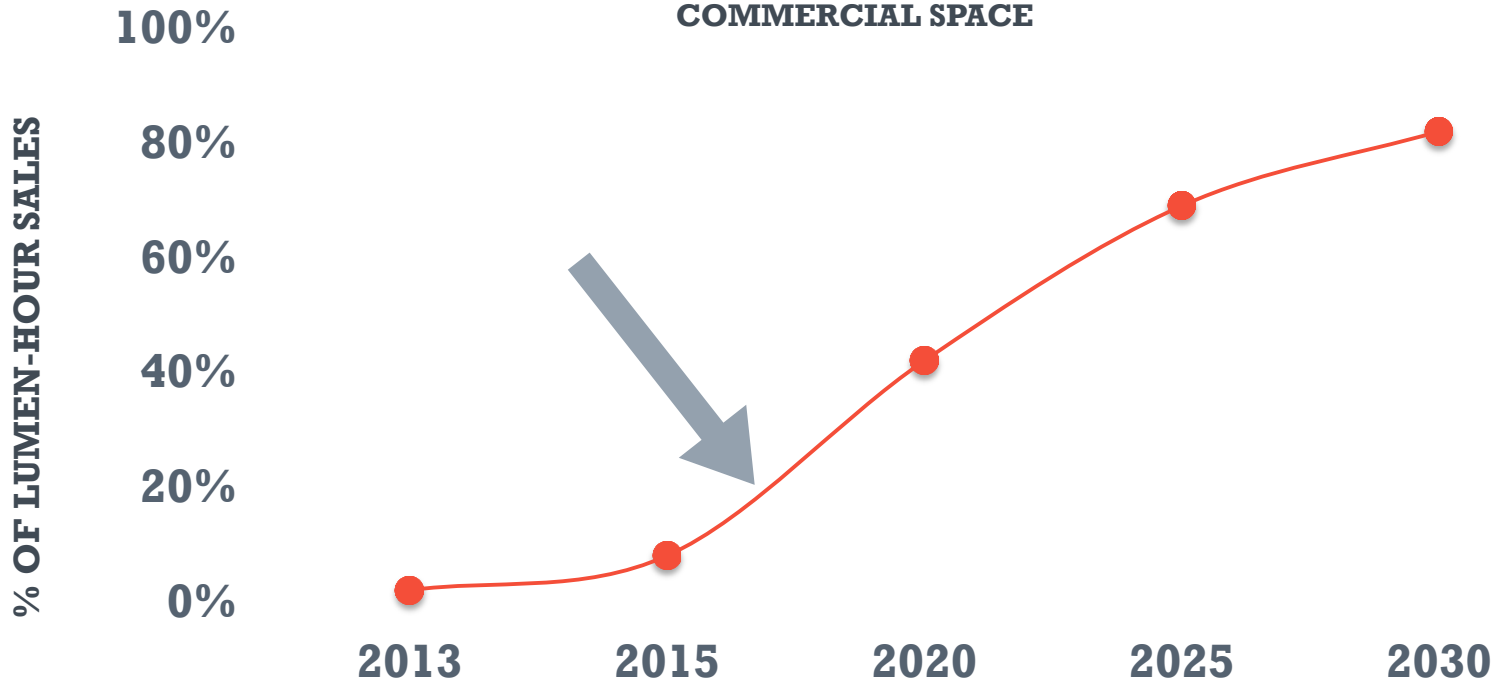


# This Just In: Sales Data

Non-residential Lighting



## FUTURE LED MARKET SHARE COMMERCIAL SPACE



U.S. DOE 2014

# The non-residential lighting market is at a tipping point

**We know this  
because the data is  
telling us so**



# Distributor Sales Data

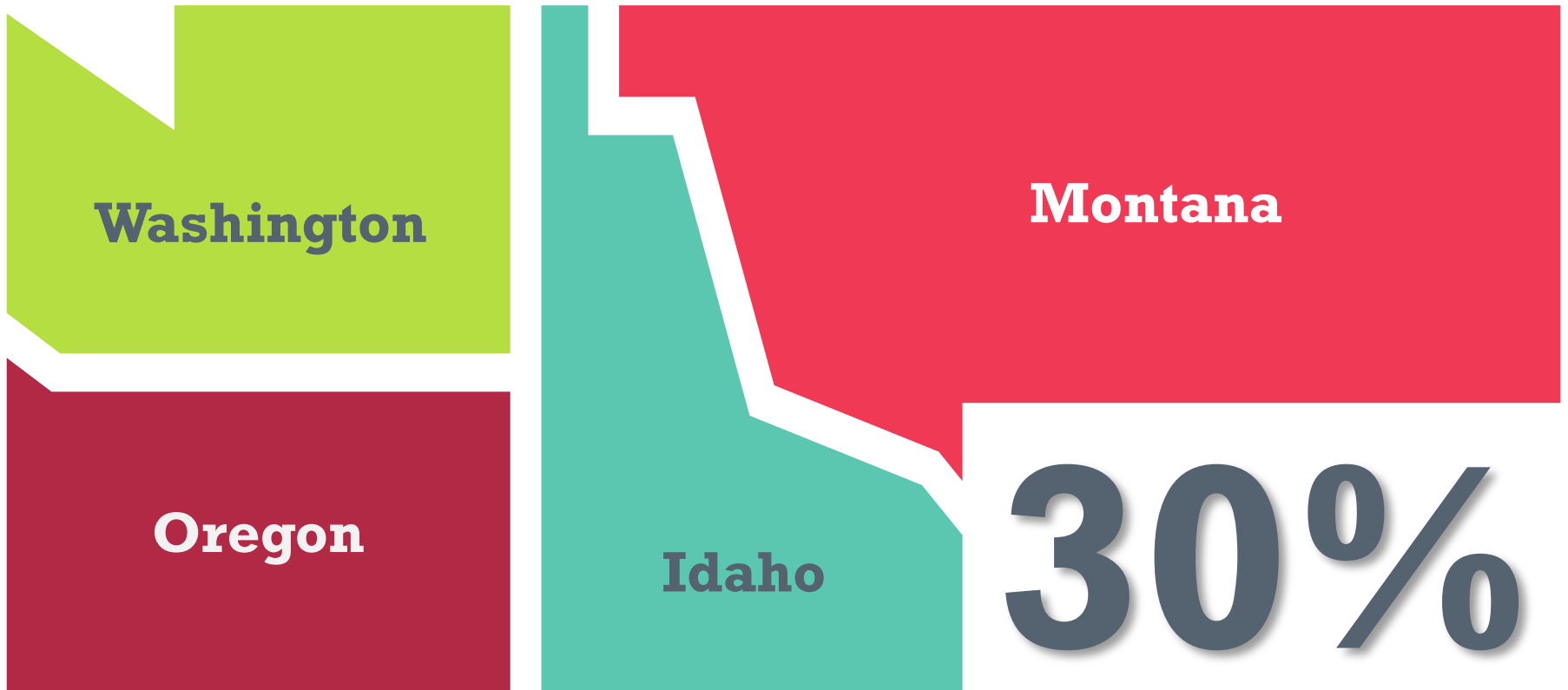




Bonneville  
POWER ADMINISTRATION



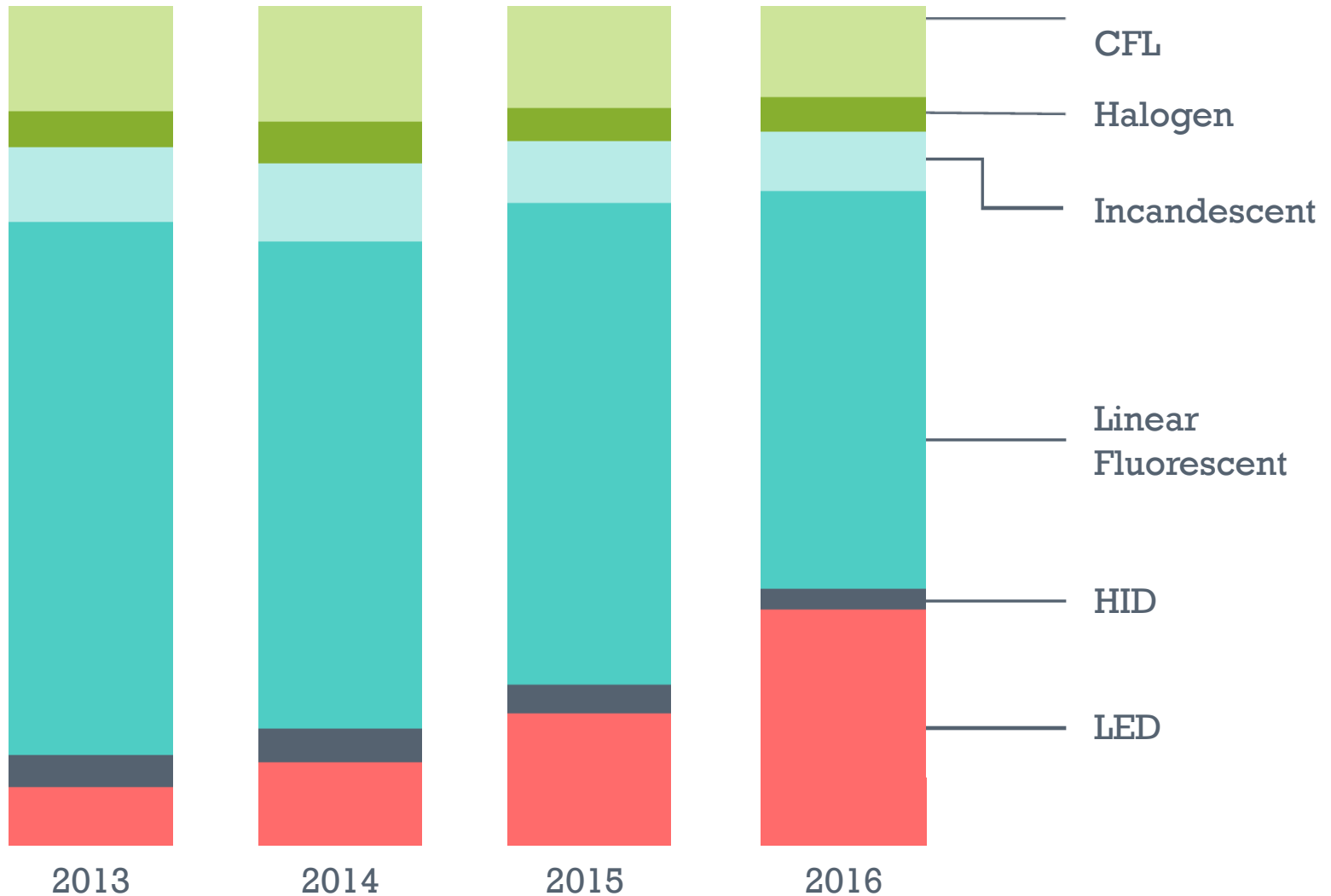




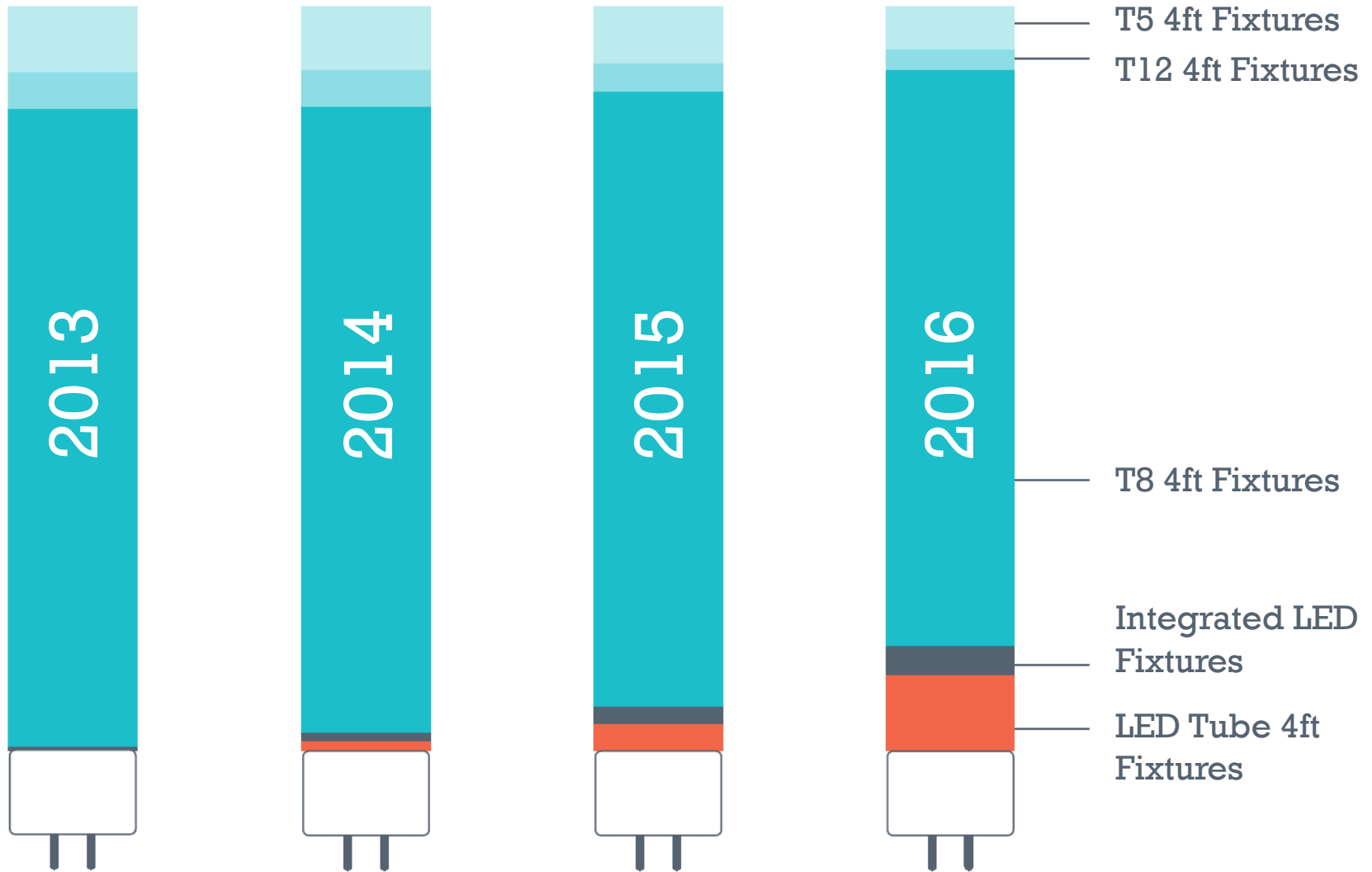
Sales Data Representation Across the Region



# ... With Room to Grow

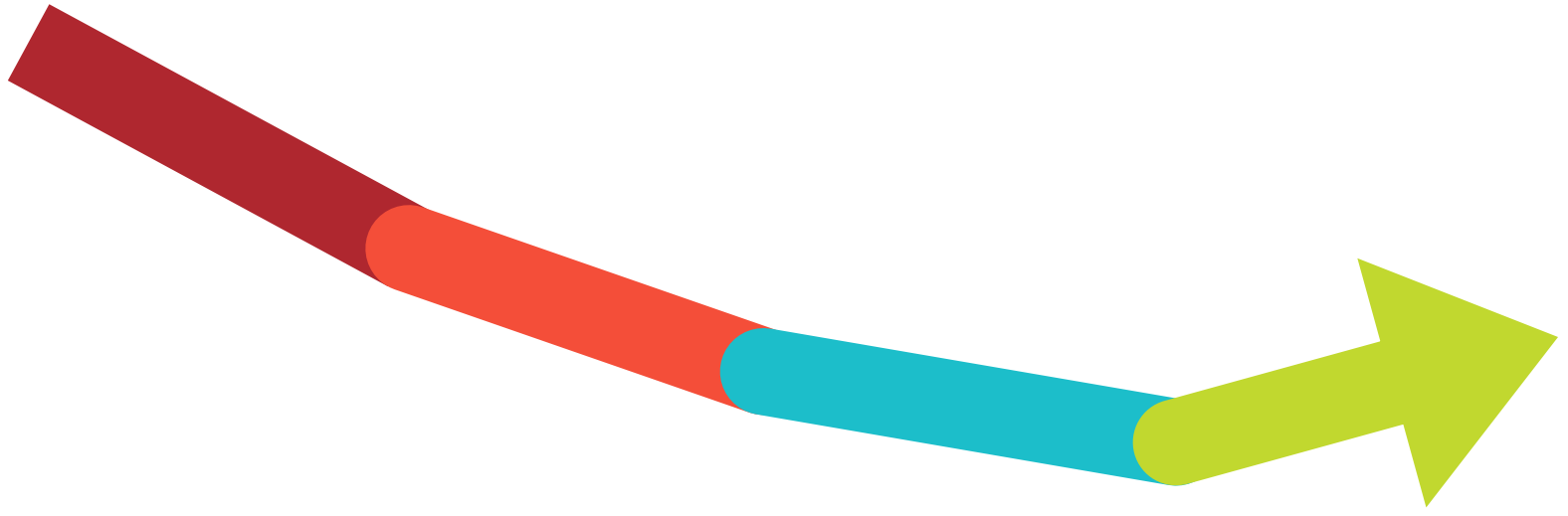


**TLEDs +311% Growth**

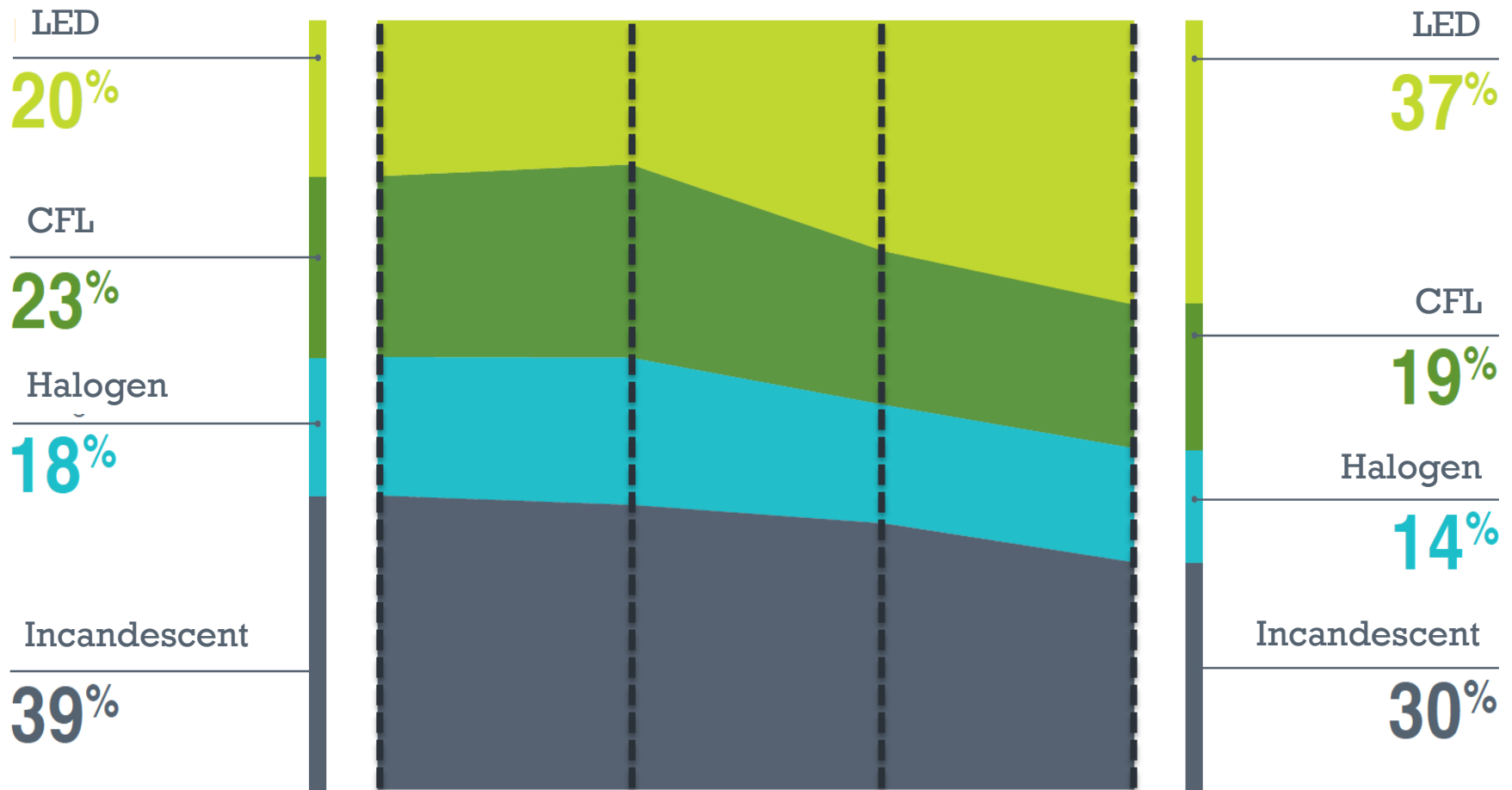


**TLEDs +311% Growth**





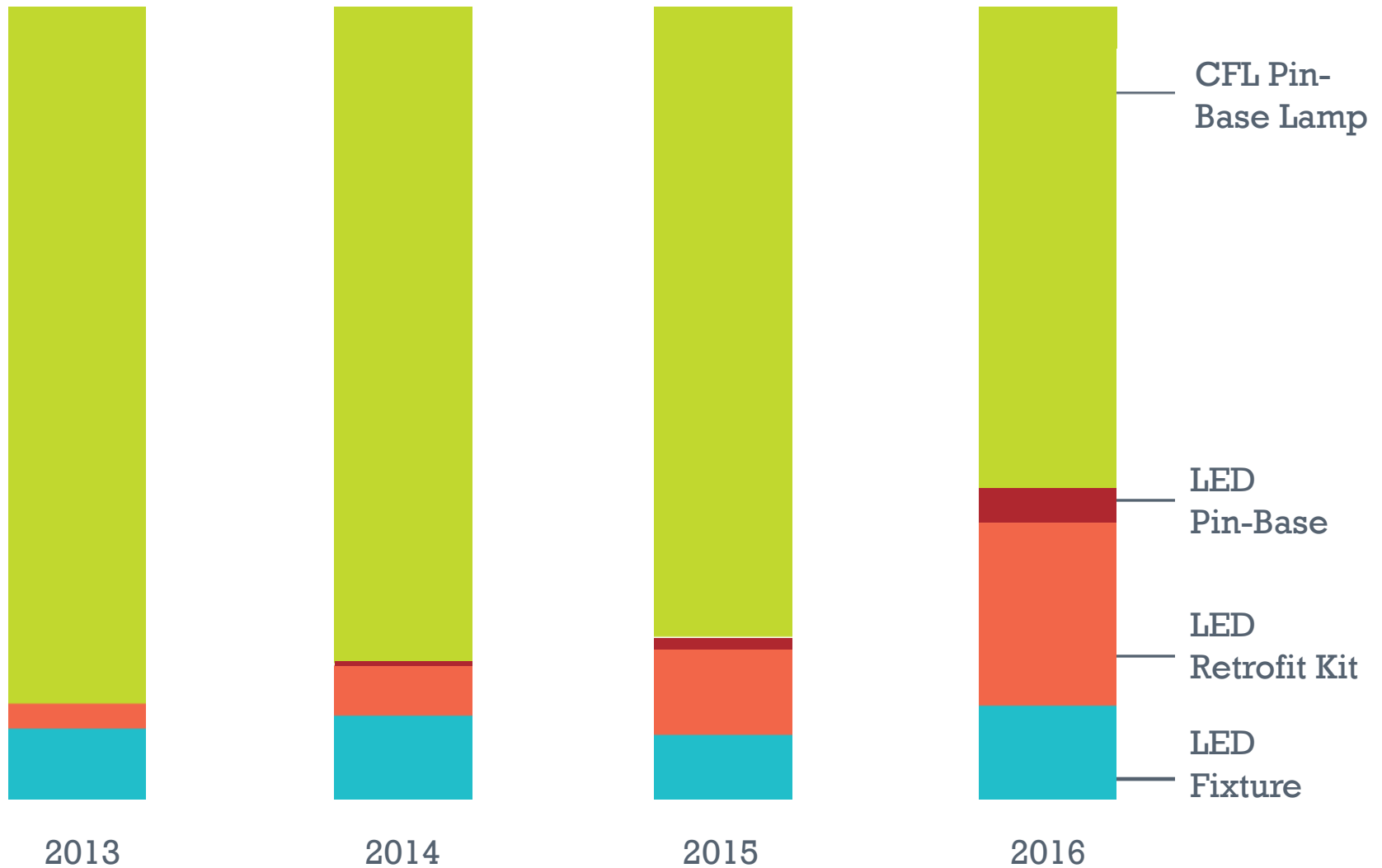
**Linear Sales are Up**



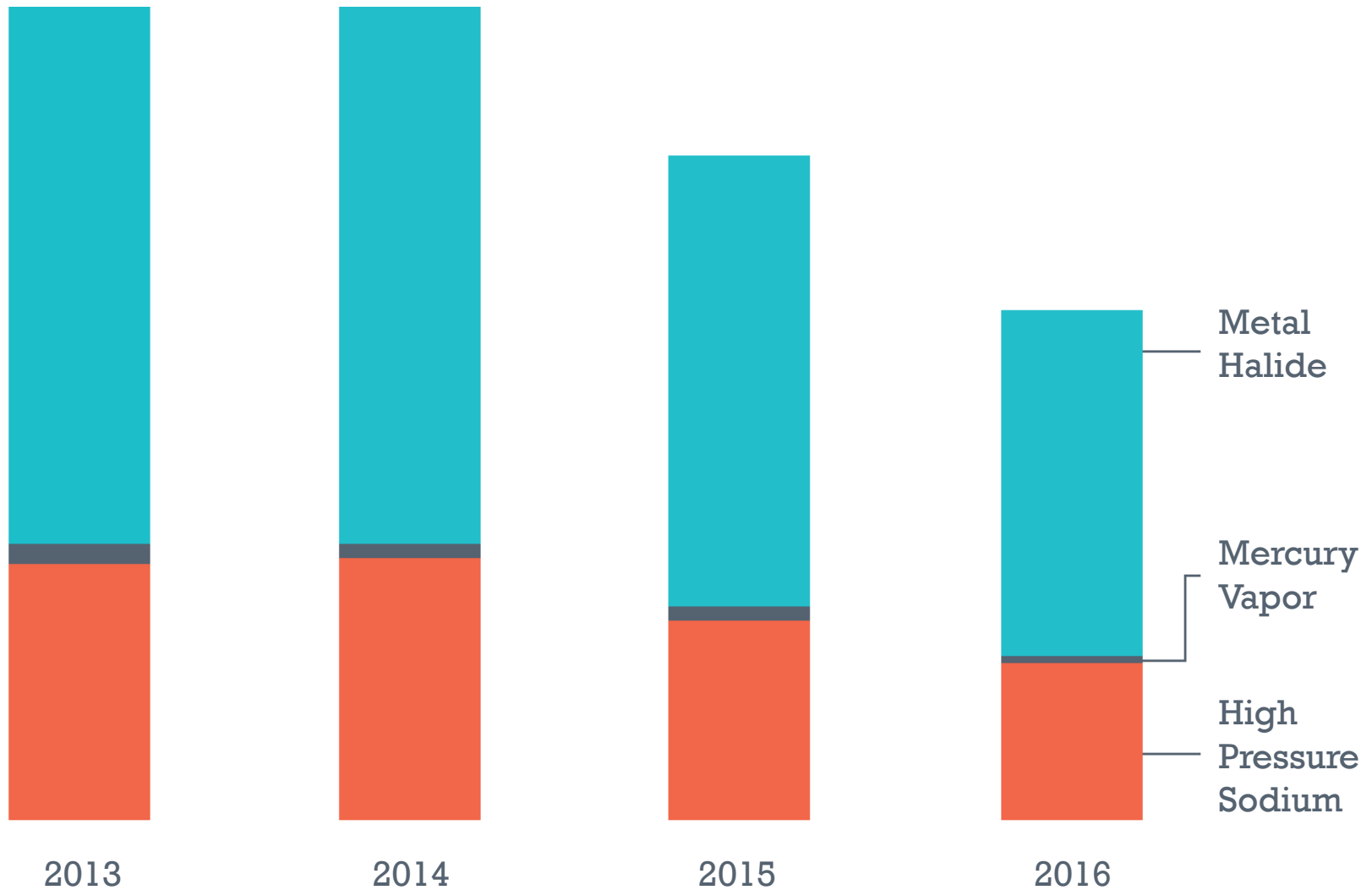
Screw-In Lamps 2013 - 2016

**Lots of Incandescents Still  
Getting Screwed In**

# Pin-Base Downlights



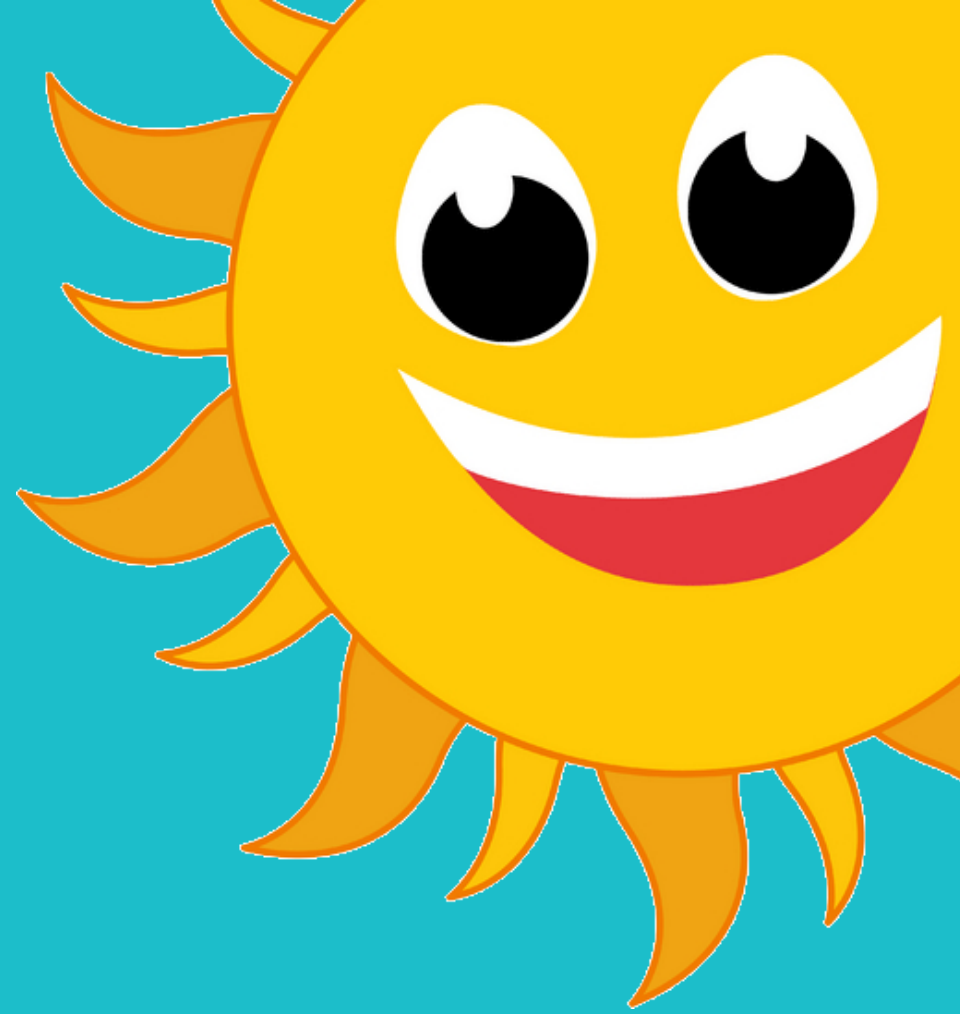
# HID Sales are Finally Declining



# Dramatic Changes Ahead







**Stay Cool!**



**THX!**

**See you September 6th!**