Light-pocalypse

Networked Lighting Controls
80-20 Rule: Linear Fluorescent to LED

Source:
Annual Survey of NW Lighting Distributors,
BPA, Navigant, Cadeo
TLED’s Happen

Source: Evergreen Project Data, 2016
No Good Deed Goes Unpunished

Lighting controls not included in most projects in 2016

Source:
Evergreen Project Data, 2016
Estimated Sales of Luminaire Level Lighting Controls in Pacific Northwest

66% Increase

Source: Annual Survey of NW Lighting Distributors, BPA, Navigant, Cadeo
We’ve Been Here Before

Energy Technology

Lifestyle Technology
Defining Customer Value

- Asset Tracking
- Space Utilization
- Indoor Positioning
- Diagnose and Report
- Tunable & Personal Control
- Space Scheduling
- Security
- Energy Tracking
- Integrate with BMS/HVAC
- Zoning Flexibility

Source: DLC
Time to Double Down: The Recipe

- Training: Value Sales Installation Financing
- Dedicated Offering that Focuses on the Customer Benefits
- Simplified Program Design
- Healthy Incentives
Light-pocalypse

Integrated Lighting & Controls Offerings
Thank You

Matt Gibbs

Evergreen Consulting

Matt.gibbs@evergreen-efficiency.com
503.451.9300