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June 4, 2013

MEMORANDUM

TO: Council Members

FROM: Tom Eckman

SUBJECT: Progress on Improving Television Efficiency

The Sixth Northwest Power and Conservation Plan identified improvements in television efficiency as a major source of cost-effective regional conservation potential. Over the 20 year planning horizon it was estimated that improvements in the efficiency of televisions could reduce regional loads by nearly 390 average megawatts. In the near term, television savings accounted for approximated three percent (36 MWa) of the Sixth's Plan's conservation goal of 1200 average megawatts.

Just prior to the adoption of the Council's Sixth Plan, Northwest Energy Efficiency Alliance (NEEA) implemented a regional market transformation initiative intended to increase the market share of high efficiency (Energy Star or better) televisions. In cooperation with the investor-owned utilities in California, NEEA's initiative worked in major electronics retailers (e.g., Best Buy, Costco, Sam's Club) to increase the share of high efficiency televisions on display and ordered for inventory. Also, in 2009 the State of California adopted efficiency standards for televisions. These standards were implemented in two phases with the initial phase taking effect in January of 2011 and the second phase in January of 2013. The combined effect of NEEA efforts, the California standards and the national Energy Star has been to significantly improve the efficiency of televisions.

The average electricity use of new televisions sold in the Northwest is now less than half what it was in 2009, even after adjusting for an increase in average screen size. Moreover, the market share of Energy Star or better televisions increased from less than 20 percent in 2009 to nearly 100 percent in 2012, despite the fact that the Energy Star standards have increased significantly in stringency over this same period.

Staff will brief the Power Committee on the details of the trend in television efficiency and discuss the implications for both the Sixth and Seventh Plan.

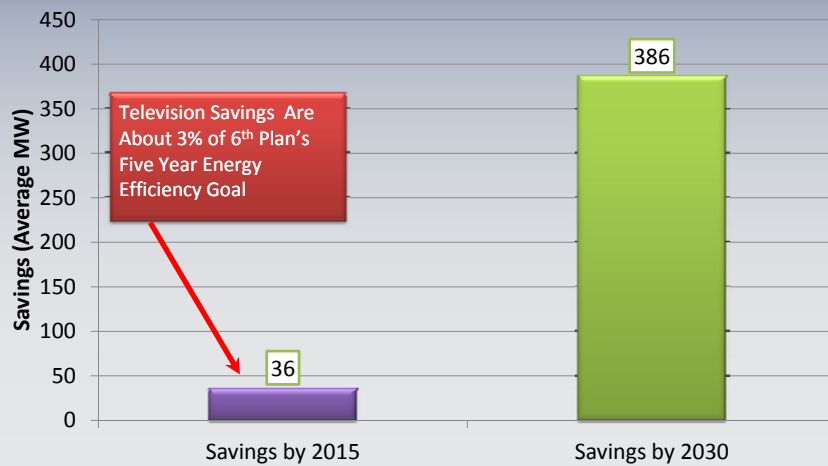
Television Efficiency Trends

Progress To Date On 6th Plan Goals and Potential Implications for 7th Plan

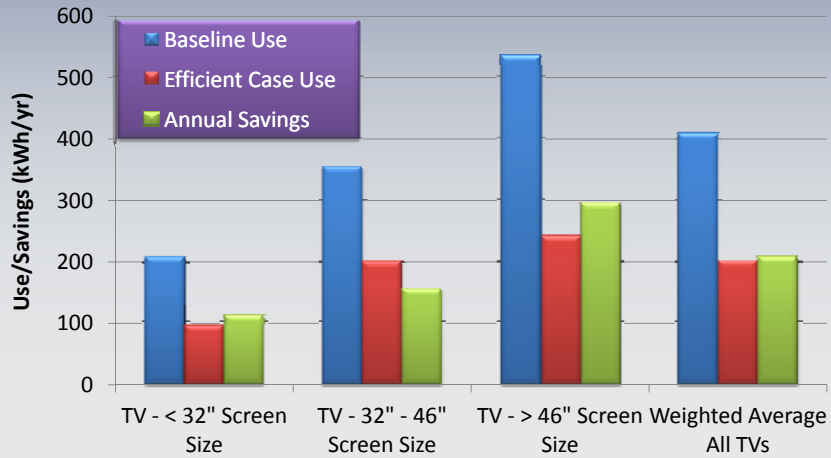
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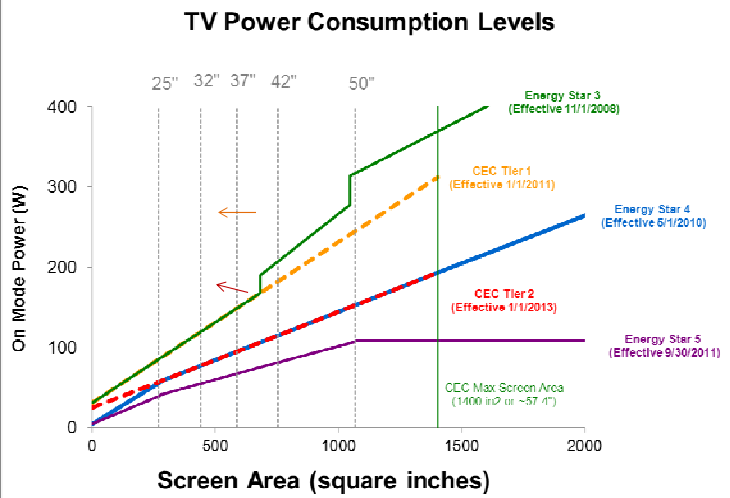
6th Plan Estimate of Achievable Cost-Effective Potential from Televisions

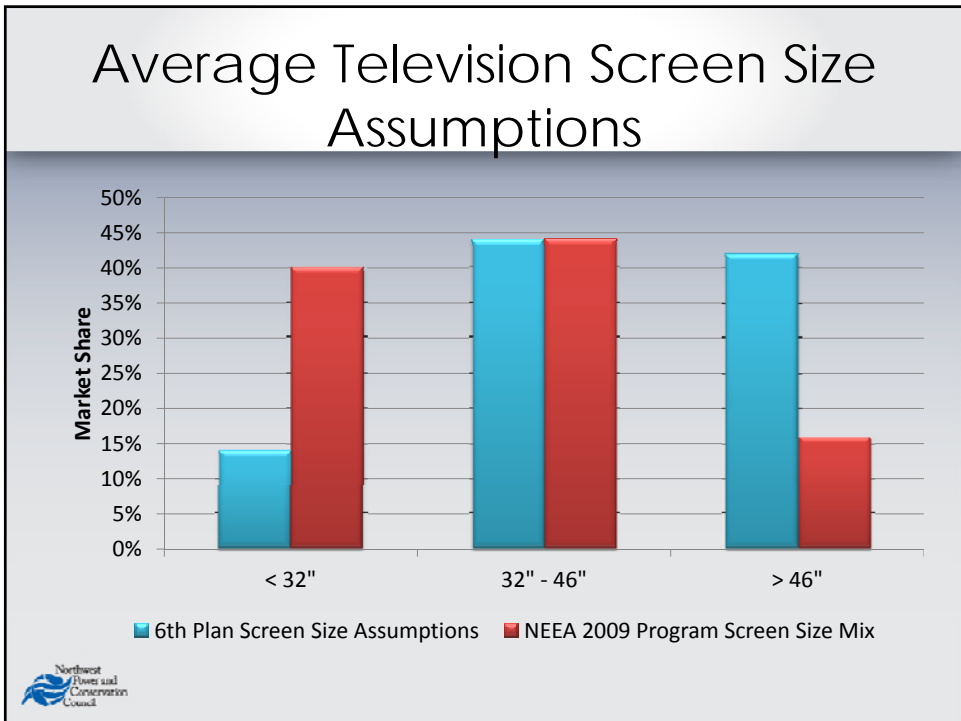
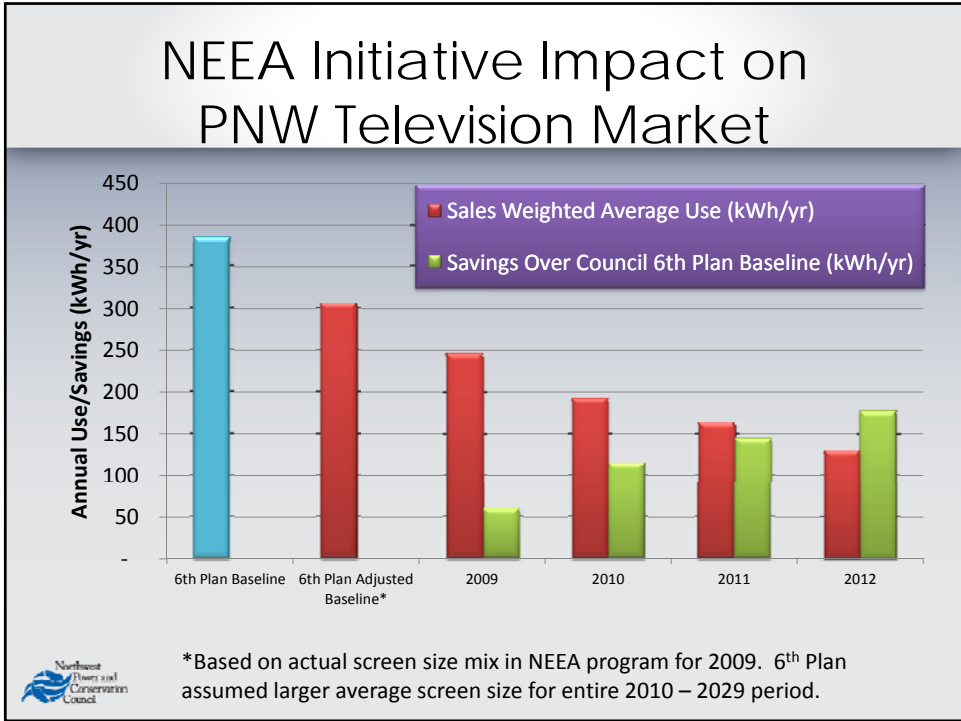


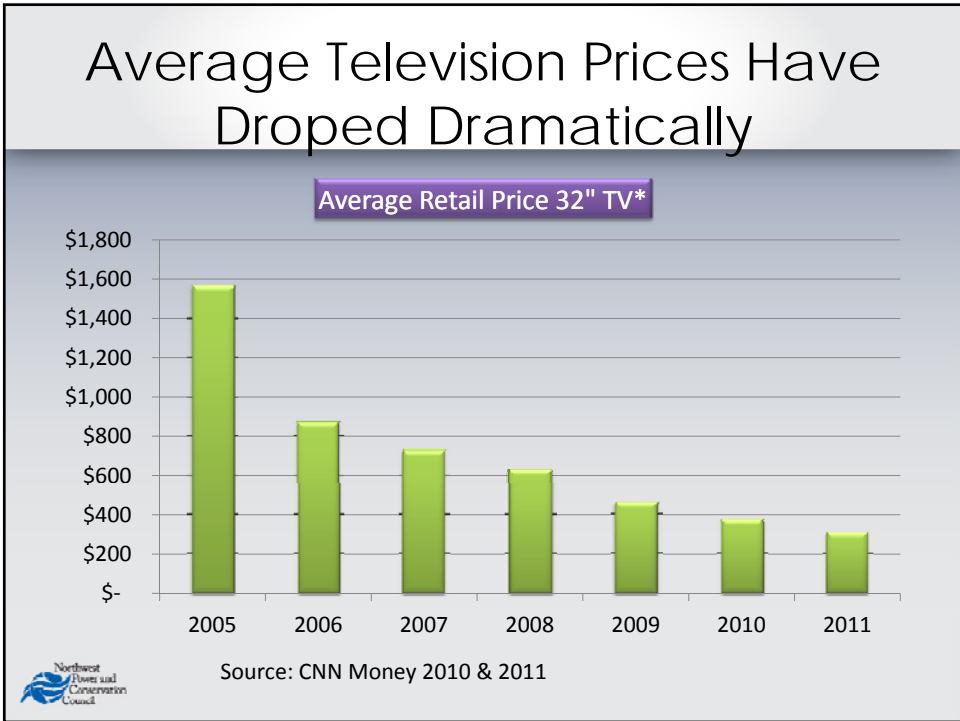
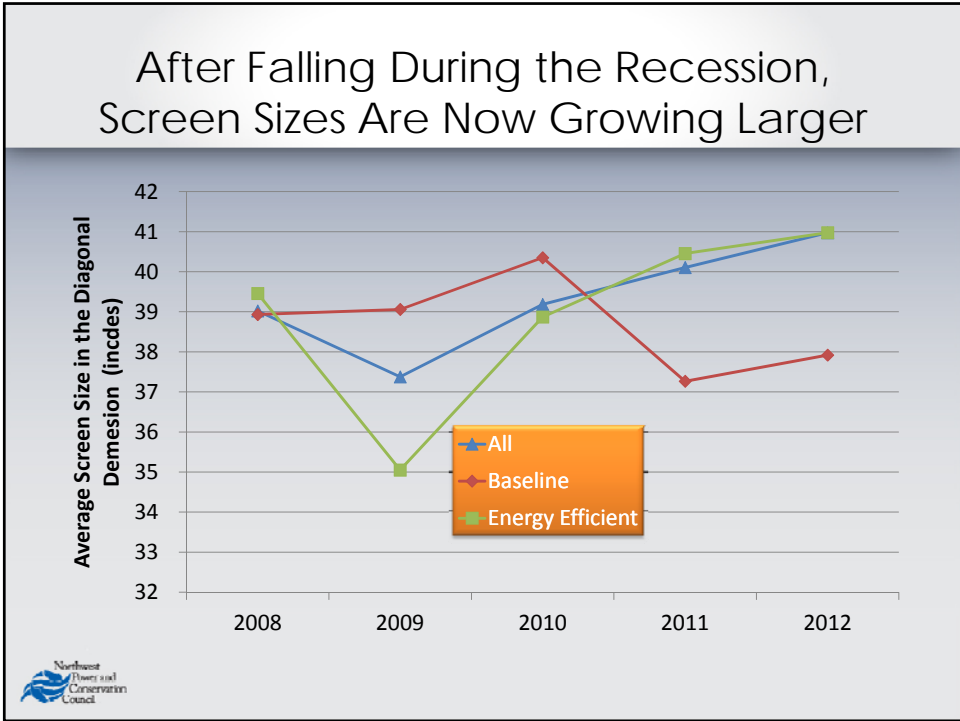
6th Plan Television Savings Assumptions



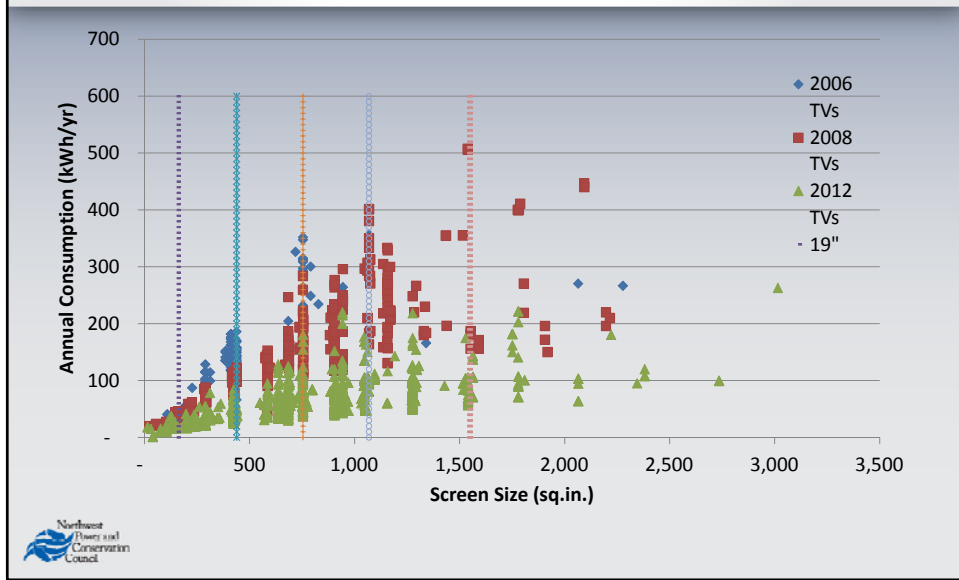
ENERGY STAR Specifications History







Average Power Use by Vintage



TV Efficiency, Size and Price Trends

