

Docket Optical System - Request for Information Forecasting Economic Impact of Proposed Energy Efficiency Standards for Televisions

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09-AAER-1C

DATE _____

RECD. OCT 26 2009

From: Harinder Singh
To: bbelt@ce.org; djohnson@CE.org
Date: 12/23/2008 10:58 AM
Subject: Request for Information Forecasting Economic Impact of Proposed Energy Efficiency Standards for Televisions
CC: Betty Chrisman; Bill Pennington; David Hungerford; Dennis Beck; Ivin Rhyne; Jonathan Bles; Ken Rider; Melinda Merritt; Michael Martin; Peter Strait; Tim Tutt; William Staack; Yvonne Bond

Hello,

I am the Program Engineer with the California Energy Commission's Appliance Efficiency Program. I am contacting you to inform you that Appliance Efficiency Program staff is seeking information by January 19, 2009 from the CEA to further analyze the economic impact of the proposed energy efficiency standards. During the December 15, 2008 Energy Commission's Efficiency Committee workshop CEA's Economist Shawn DuBravac presented information forecasting the economic impact of the staff proposal. In that workshop stakeholders and staff requested that CEA provide the model and assumptions used to develop the economic impacts presented. Stakeholders and commission staff requests the CEA to provide the following information which is necessary to comprehensively analyze the economic impact scenarios presented.

1. Slide 6 of the CEA's presentation states, "Non-qualified TVs tend to be larger, more expensive with expanded functionality. The average price delta between qualifying and non-qualifying models is estimated to be \$1,019. In the model we choose a more conservative \$400-\$600 price delta." Please provide the source data for how the \$1,019 was obtained and why you chose to use a \$400-\$600 range in your model.
2. Have you accounted for the trend of dramatically reduced average selling prices (e.g., Display Search estimates that the average selling price for a 52" 1080P LCD TV will cost under \$700 in 2009, down from over \$1200 in 2007) and the impact of naturally declining prices on the market?
3. Mr. DuBravac asserted that customers would buy smaller TVs as a result of the standard. Is the CEA assuming that manufacturers will not supply retailers with complying products at larger screen sizes? If so, why? If not, why will consumers choose smaller televisions?
4. It was clear that the CEA's model did not include the statewide benefit from reduced energy costs and any associated multiplier effects for California job creation and tax

revenue. Mr. DuBravac said that the model could easily include these factors. Will the CEA resubmit its model forecast to show a more holistic view of California?

In addition to the above information staff is also requesting that the CEA provide their input for the following. We encourage input from CEA in regards to the screen setting test requirements discussed by NRDC and PG&E. NRDC suggested two options for consideration:

- 1) the TV cannot be tested below a prescribed minimum brightness level,
- 2) The TV cannot be tested at a brightness level X% of maximum brightness.

Please provide feedback on the following.

- a. Which pathway is preferable?
- b. Depending which approach you favor, please provide input on what you think should be the respective level (e.g., either a minimum brightness level or percentage of maximum).
- c. If you don't support either approach, please suggest an alternative.

If you have any questions, please contact me.

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