

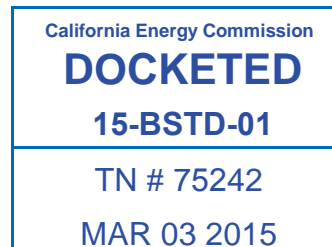
Energy - Docket Optical System

From: Ownby, Adrian@Energy
Sent: Tuesday, March 03, 2015 4:08 PM
To: Energy - Docket Optical System
Cc: Geiszler, Eurlyne@Energy; Strait, Peter@Energy; Shirakh, Maziar@Energy; Lee, Simon@Energy
Subject: FW: Adrian DOCKET NO. 15-BSTD-01 Re: New 2013 Title 24 Standards

Docket Unit - Please docket the email below with the comments for Docket #15-BSTD-01. Thanks.

-Adrian

Adrian Ownby
Energy Specialist
Efficiency Division
California Energy Commission
(916) 651-3008



From: Pamela Roberts [<mailto:pamela@americanlighting.net>]
Sent: Monday, March 02, 2015 12:25 PM
To: Ownby, Adrian@Energy
Subject: Adrian DOCKET NO. 15-BSTD-01 Re: New 2013 Title 24 Standards

To: Adrian Ownby
California Energy Commission

With the new 2013 Title 24 standards being invoked, our company was concerned about the effects on the lighting retrofit industry in California. Our concerns have been confirmed with the **underwhelming response by customers to retrofit resulting in the obliteration of the retrofit lighting industry**. This is a shame for our company and for the California commercial customers impacted with the new standards.

These new stringent standards have directly affected me in that for almost 16 years I've been selling and consulting clients on lighting retrofit projects. I help businesses save energy and produce a healthier bottom line. The new standards have decimated my ability to make a living. My business is down dramatically and my future is very uncertain at best.

It's a woeful shame that the state enacted these changes since our industry was on the cusp of implementing LED products for our customers statewide. Not since the invention of lighting itself by Thomas Edison has there been a more exciting time than with today's introduction of the new line of LED lighting products in the lighting market. **With the burdensome new standards requirement our project costs have doubled and customers are NOT signing contracts**. It's a crime since we should be selling and installing lots of great projects resulting

in huge energy savings for our state. It is ironic that the states' efforts to save more energy are in actuality saving less energy. The 2013 Standards were designed in theory to accomplish: 1) Ensure new and existing buildings achieve cost effective energy efficiency. 2) Reduce greenhouse gas emissions. 3) Lower energy costs. Sadly, none of these goals are being accomplished in the real marketplace.

In actuality, **property and building owners are opting NOT to retrofit their existing lighting due to increased costs and compliance measures with the new Title 24.** Additional costs to implement the new standards are doubling the cost of existing lighting retrofit projects - resulting in longer pay back periods. These longer pay back periods is not acceptable to property building owners thereby owners are electing not to upgrade their existing lighting to more effective LED products. This is especially true for interior lighting retrofit project, where the greatest energy savings could be obtained.

Lighting retrofit companies need to survive in order to continue generating energy savings projects to business property owners all over California. I hope you take the time to re-evaluate the California Building Energy Standards of Title 24 as they relate to existing business property retrofit lighting. It's the right thing to do for California, for the environment, for jobs, and for California constituents.

Sincerely,

Pamela

Pamela Roberts

Business Development Manager

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