

**From:** Cynthia Dempsey [<mailto:cynthia.dempsey@illuminerinc.com>]  
**Sent:** Friday, October 23, 2015 11:38 AM  
**To:** Awolowo, Ollie@Energy  
**Subject:** Docket 15-BSTD-01

California Energy Commission  
Commissioner Karen Douglas

Dear Commissioner Douglas,

We are writing to request that the commission hear and vote to adopt the proposed 2016, 15-Day Language at the November 12 business meeting.

We are a commercial LED Lighting design-manufacturer on the front lines of selling our products to commercial businesses in California. Illuminer, Inc. a California based company, operates a west coast warehouse in Berkeley, California.

We agree with all the reasons put forth regarding the difficulty of selling LED retrofits due to the current Title 24 Code. Indeed project paybacks for simple lighting retrofits have more than doubled due to the addition of complex controls that are required to meet codes and further require design, permits and acceptance testing adding to project costs. Sales have stalled as businesses typically want a lower Return on Investment (ROI) than the costs can support.

There are rumors (always) that the cost of products will surely come down. What people do not realize is that, more than likely, the cost of products will NOT come down. The demand for higher quality products, meeting higher specifications, requires next generation products and additional certifications. These costs are always passed on to consumers.

In order to meet our energy goals, businesses will need more incentives to move forward.

We encourage you to adopt the changes to the 2016 Title 24 lighting Modifications and Alterations language. Please help get the LED lighting retrofit industry back on track.

Respectfully,

Cynthia Dempsey  
Business Development  
707 363-9920, Cell  
888.828-5858 x 8012  
[cynthia.dempsey@illuminerinc.com](mailto:cynthia.dempsey@illuminerinc.com)  
Illuminer Inc. | [www.illuminerinc.com](http://www.illuminerinc.com)

