

Start-Up Process Evaluation Report Summary

Lighting Design Lab

prepared by

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START-UP PROCESS EVALUATION LIGHTING DESIGN LAB

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5. SUMMARY

This mini-evaluation sought to answer six questions about the Lab. This summary provides answers to each question.

1. What is the Lab's vision of the structure of the lighting market and their role in the market?

The Lighting Design Lab sees themselves as the primary vehicle for education of specifiers in the lighting market. Specifiers is broadly defined as those who make decisions about lighting. The market segments of lighting specifiers include property owners, lighting designers, engineers, architects, interior designers, electrical contractors, and distributors. Manufacturers are a trade ally to the Lab by also being interested in reaching specifiers.

The Lab also identifies major sub-markets: residential, commercial, and industrial electric lighting and residential and commercial daylighting. Industrial lighting and residential daylighting are not specifically addressed by courses though the consultants do recognize different issues for these sub-markets.

Lab staff are able to describe barriers within each sub-market and for the different market segments of the five sub-markets. Based on their assessment of the barriers, most of the Lab's efforts have focused on the segments most likely to adopt energy efficient quality lighting design, the design community.

2. What steps has the Lab taken toward developing and implementing a strategy for long term market transformation in the lighting market?

The Lab staff and TAC see the Lab as an early convert to the strategy of influencing the market through education and information. Their entire focus has always been toward developing and implementing a strategy for technology transfer. When asked the activities that will be most effective and lead to long term market transformation, education and classes received the most votes. This is consistent with the Lab's activity plans. Current efforts are to expand their course offerings into the region to provide education and training broadly.

Education is accomplished through a series of activities targeted generally to all market segments. Efforts have been focused at every segment and every sub-market over the years, with limited success outside of the design community. With the recent support from the Alliance, efforts are underway to reconsider how best to reach the "hard to reach" markets of contractors, engineers and distributors and how to market the Lab's services more broadly.

3. What is the Lab's target market customer, what activities are offered to these customers, what is the size of the target market?

The primary customer target is commercial electric lighting designers: architects, lighting designers and interior designers, with consulting engineers being the designers most difficult to reach. The Lab does not know the current size of this market in the Puget Sound area or in the region as a whole. They currently work with all the trade and professional organizations in contact with these designers and inform designers of their activities through these organizations.

The activities targeted to these market segments include nearly every activity conducted by the Lab. Activities targeted for designers, for instance, are also open to anyone interested in lighting. Only the targeted course offerings series in 1995 and 1996 were specifically directed at this market segment.

4. What are the Lab's sub-markets customer, what activities are offered to these customers, what is the size of the sub-markets?

The Lab staff does not currently state that specific customer groups are sub-markets or primary markets. However, they effectively treat industrial electric lighting and residential daylighting as lower priority sub-markets to commercial electric lighting. Residential electric lighting is a moderate priority sub-market. As for their prioritization of different market sectors, they clearly state that they treat contractors, engineers, distributors and property owners as hard to reach market segments, with the design community as the primary market segment they serve in most markets.

Occasionally the Lab offers specific courses for different sub-markets or market segments such as the course series structure in 1995 and 1996, or specific course offerings such as security lighting for residential property owners. However, given the difficulty in marketing to students, the strategy of offering topics and marketing to all potential students dominates the Lab's approach.

5. What are the primary outputs and outcomes for each of the activities of the Lab?

The primary outputs are counts of the number of visitors for different types of activities conducted at the Lab. These counts are further broken down by project location (or location of the requestor). Additional outputs are course evaluations and details of lighting consultation recommendations. No outcomes data are collected by the Lab.

6. What type of data are collected by the Lab, and what type of data forms are used?

The Lab collects a great amount of data. There are forms for visitors to sign-in, forms to be placed on the mailing list, forms for evaluating courses, and forms for registering for classes. In addition, the lighting consultants document each consultation using data entry screens at their desk. The consultants provide a floppy disk with the update material to the scheduler who then updates the Lab database.