



March 7th

**– CBSA – Sales Data –
– Data Centers-Energy Star**





DULANE

MORAN

CBSA Field Work

Phase II: 2-Stage Data Collection

Q1 2018 – Q1 2020



**COMMERCIAL BUILDING
STOCK ASSESSMENT**

Next Steps

- Customer Contact Workgroup Meetings
- Oversampling Contracts (Directly with Cadmus)
- Finalize Data Collection Tool

Contact Dulane Moran: dmoran@nea.org for information



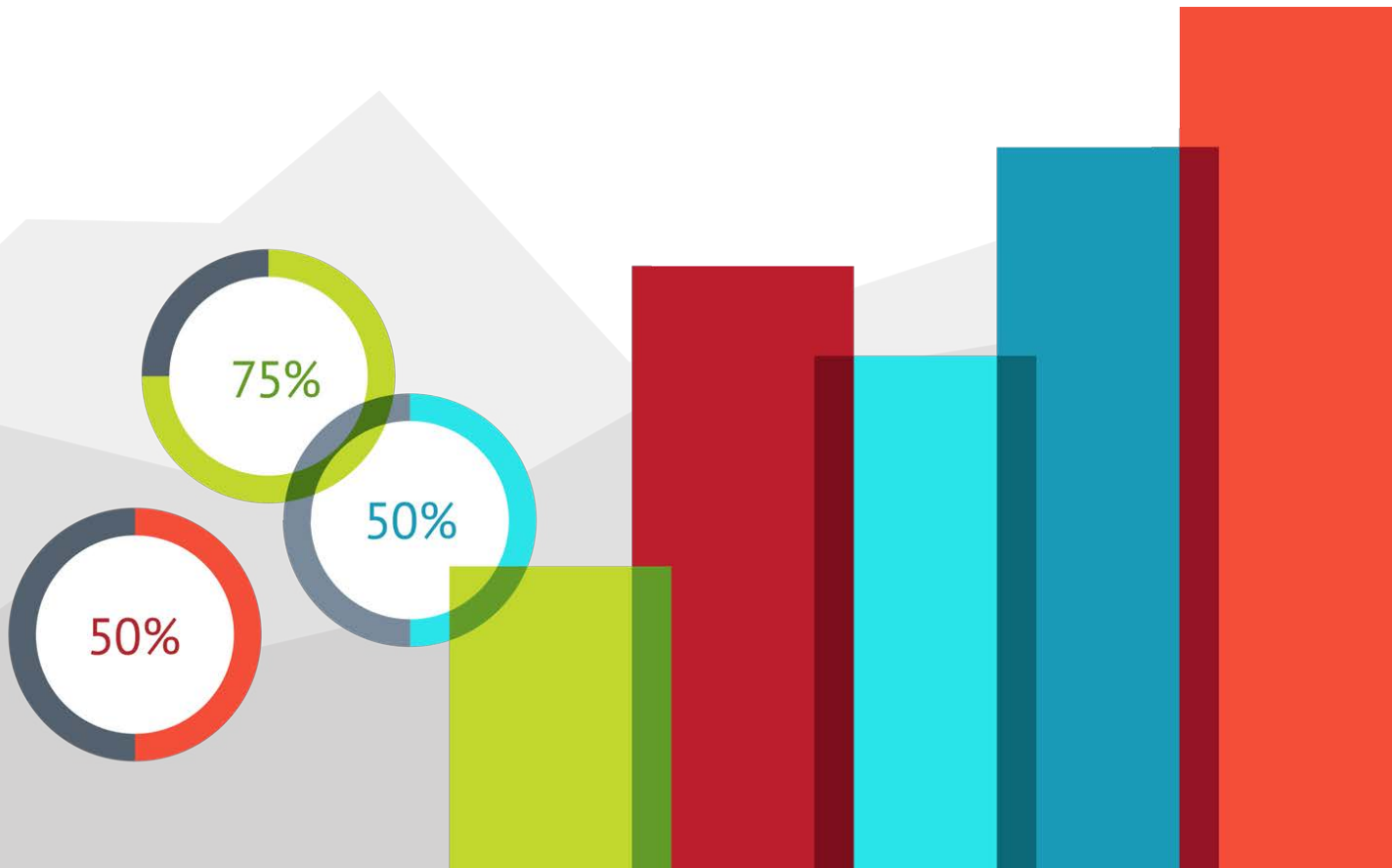


CARRIE

COBB



2018 Non-Residential Lighting Sales Data Collection



59 Distributors Regionally

- ↳ 56 contacted to date
 - ↳ 16 have submitted data
 - ↳ 10 have declined





JESSICA

AIONA

An illustration on a teal background showing two stylized human figures in grey. The figure on the left is larger and holds a document with horizontal lines. The figure on the right is smaller. A speech bubble is positioned between them, pointing towards the larger figure. The text 'DATA CENTER MARKET ACTOR INTERVIEWS - UPDATE' is overlaid in white, bold, sans-serif font across the center of the illustration.

DATA CENTER MARKET ACTOR INTERVIEWS - UPDATE


Status

- Completed 20 market actor interviews
- Contacts include:
 - Broad industry experts
 - Contractors, architects and designers
 - Colocation data centers
 - Hyperscale data centers
 - Managed service providers



Market Growth

- Market for data centers is growing rapidly
- Advances in computing and digital innovation drive growth
- Difficult for market actors to predict what will happen beyond the next two years



Have you
seen growth?

Digitization

- More and more organizations are moving from analog information to a digital format
 - Transferring both records and processes
- Digitization common for banks and hospitals
- Driving data center growth

Is your organization digitizing or moving to the cloud?

Cryptocurrency

- Digital form of currency such as bitcoin
- Relies on blockchain technology
- Cryptocurrency mining is very energy intensive
 - Annual energy use of Bitcoin is ~50 terawatt hours
 - Driver of data center growth

Do you know of any cryptocurrency mining operations in the NW?

Findings Share Out

ENERGY STAR PARTNERS MEETING



1

LIGHTING RETAILERS' FOCUS



Messaging



Discount Stores

2

LIGHTING SALES



**Declining
Quantities**



Multipacks

3

LIGHTING REGULATION



**Challenge to
EISA 2020**



California

4

REBATE REQUESTS



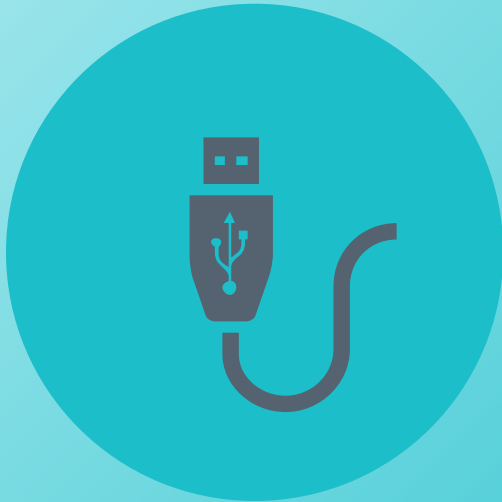
Timing Matters



**Consistency is
Key**

5

SMART THERMOSTATS



Early Adopters



Instant Rebates

APRIL 4th

***HVAC Market
Intelligence Update***

Get the latest scoop

