



2008 ENERGY STAR® Summary of Lighting Programs by Energy Efficiency Program Sponsors

Updated February 2008

The **2008 ENERGY STAR® Summary of Lighting Programs** provides an overview of select programs to promote ENERGY STAR qualified CFLs and residential light fixtures. The summary provides information about incentives, marketing activities, consumer education and outreach, contact information, and other relevant details for programs sponsored by ENERGY STAR partner utilities and other program sponsors.

This document is divided into two sections. The first section provides a quick summary chart of lighting program information. The second section lists more detailed information about lighting activities undertaken by ENERGY STAR partners, including contact information for each partner.

If you have any questions or comments about this guide, please contact your ENERGY STAR Account Manager.

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ENERGY STAR® Lighting Program Summary Chart

Region	States	Partner Name	Annual Budget	Target Population	Incentives		Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures			
California	CA	City of Palo Alto Utilities	\$70,000	25,000	√	√		√	Varies by activity
		Los Angeles Department of Water & Power	\$8.8 million	1.2 million	√			√	Varies by activity
		Pacific Gas & Electric	\$44 million	4.5 million	√	√	√		Year-round
		Sacramento Municipal Utility District	\$2.66 million	520,000	√	√	√		Year-round
		San Diego Gas & Electric	\$6.1 million	1.2 million	√	√	√	√	Year-round
		Southern California Edison	\$26 million	4.5 million	√	√		√	Nov. '07 – Oct. '08
Mid-Atlantic	MD	Baltimore Gas and Electric Company	<i>Not stated</i>	1.1 million	√		√		Year-round
		Pepco	\$1.7 million (proposed over three years)	700,000	√				Year-round
	PA	Pennsylvania Department of Environmental Protection	\$10,000	<i>Not stated</i>	√		√		'07-'08 School year
		PPL Electric Utilities	<i>Not stated</i>	<i>Not stated</i>	√	√	√	√	Varies by activity
	VA	Virginia Dept of Mines, Minerals and Energy	<i>Not stated</i>	7.2 million			√		Year-round, strong focus on Oct '08
		Dominion	<i>Not stated</i>	2.5 million	√				Year-round
Midwest	IA	Alliant Energy	\$431,000 (CAL only)	481,000	√	√	√		Varies by activity
		Waverly Light and Power	\$2,000	3,900	√		√		Oct-Nov 2008
	IA, IL, SD	MidAmerican	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
	IA, KY, MI, MN, WI	WECC / Focus on Energy	\$5.8 million	<i>Not stated</i>	√	√			Varies by activity
	IL	ComEd	\$11.1 million	<i>Not stated</i>	√		√		Year-round
	IL, IN, MN, MO	Midwest Energy Efficiency Alliance	\$6 million	<i>Not stated</i>	√		√	√	Varies by activity
	KS	Westar Energy	<i>Not stated</i>	674,000			√		Year-round
	KY, OH	Duke Energy	<i>Not stated</i>	4 million	√		√		Varies by activity
		Marshall Municipal Utilities	\$6,090	13,000	√		√		Year-round
	MN	Minnesota Power	<i>Not stated</i>	137,000	√	√	√		Varies by activity
		North Itasca Electric Cooperative	\$10,000	<i>Not stated</i>				√	Year-round
		Southern Minnesota Municipal Power Agency	\$100,000	105,000	√	√	√		Varies by activity
		Xcel Energy	\$400,000	1.3 million	√			√	Varies by activity
NE	Nebraska Energy Office	<i>Not stated</i>	1.8 million				√	Year-round	
WI	Vernon Electric Cooperative	\$20,000	10,000	√		√		Year-round	
Northeast	CT	Connecticut Light and Power	\$3.5 million	1.1 million	√	√	√	√	Varies by activity
		United Illuminating Company	\$715,000	325,000	√	√	√		Varies by activity
	CT, MA, NY, RI, VT	Northeast ENERGY STAR Lighting Initiative	\$17.4 million	9 million	√	√	√		Varies by activity
	MA	Cape Light Compact	\$340,000	155,000	√	√	√	√	Varies by activity
		National Grid Massachusetts	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
		NSTAR Electric	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
		Western Massachusetts Electric Company	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
	ME	Efficiency Maine	\$2.5 million	650,000	√	√	√		Year-round
NH	New Hampshire Saves Program	\$1,340,000	525,000	√	√	√		Year-round	

ENERGY STAR® Lighting Program Summary Chart

Region	States	Partner Name	Annual Budget	Target Population	Incentives		Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures			
	NJ	New Jersey Clean Energy Program	\$9.3 million	<i>Not stated</i>	√	√	√		Year-round, with extra focus in Oct-Nov 2008
	NY	Long Island Power Authority	\$4.6 million	950,000	√	√	√		Varies by activity
		NYSERDA	\$2.45 million	6 million	√	√	√		Year-round
	RI	National Grid Rhode Island	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Year-round
	VT	Efficiency Vermont	\$1.4 million	280,000	√	√	√		Varies by activity
Northwest	ID	Idaho Falls Power	<i>Not stated</i>	<i>Not stated</i>			√		Fall 2008
		Idaho Power Company	<i>Not stated</i>	400,000	√		√		Varies by activity
	ID, MT, OR, WA	Bonneville Power Administration	\$2 million (plus utility funds)	12 million	√				September '07 – May '08
	ID, UT, WA	PacifiCorp (Rocky Mountain Power and Pacific Power)	\$685,000	776,543	√	√	√		Varies by activity
	OR	Energy Trust of Oregon	\$1.5 million	1.3 million	√		√	√	Varies by activity
	WA	Puget Sound Energy	<i>Not stated</i>	1 million	√	√	√		Year-round
		Seattle City Light	\$2.65 million	<i>Not stated</i>	√	√	√		Varies by activity
		Snohomish County PUD No.1	\$1 million	300,000	√	√	√		Year-round
	Tacoma Power	\$206,000	141,000	√	√	√		Varies by activity	
Southeast	AR, LA, MS, TX	Entergy	\$20,000	2.5 million		√	√	√	Year-round
	FL	JEA	\$600,000	360,000	√		√		Varies by activity
	GA	Georgia Power	<i>Not stated</i>	2.1 million			√	√	Year-round
	MS	Mississippi Power	<i>Not stated</i>	<i>Not stated</i>			√	√	Year-round
	SC	South Carolina Energy Office	<i>Not stated</i>	<i>Not stated</i>			√		Year-round
Southwest	AZ	Arizona Public Service	\$2.5 million	1 million	√		√		Year-round
	CO	Platte River Power Authority	\$600,000	124,000	√				April '08–March '09
		Xcel Energy	\$800,000	1.3 million	√			√	Varies by activity
	NV	Nevada Power / Sierra Pacific Power	\$3.175 million	1 million	√	√	√		Year-round
	NM	Public Service Company of New Mexico (PNM)	\$1.2 million	501,000	√	√	√	√	Year-round
	TX	Austin Energy	<i>Not stated</i>	300,000	√		√	√	Year-round
		Reliant Energy	<i>Not stated</i>	1.6 million	√		√	√	Year-round, with extra focus during Spring and Fall
Oncor		\$10,000	2.1 million		√			Year-round	
	CenterPoint	\$5,000	1.9 million		√			Year-round	
Nationwide		National Energy Education Development (NEED) Project	\$400,000	<i>Not stated</i>			√		Year-round

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>City of Palo Alto Utilities Vic Farisato 650-329-2549 victor.farisato@cityofpaloalto.org</p>	<p>Program Goals: Distribute 15,000 CFLs through buy-down program and 200 light fixtures through low-income residential energy assistance program.</p> <p>CFL Incentives: Buy-down at local hardware stores. Promoted through direct mail, e-mail blast, and poster notifications in city facilities and hardware stores. Effective April 1 to June 1, 2008.</p> <p>Other Activities: Distribute CFLs and indoor and outdoor light fixtures to low-income customers. Year-round implementation.</p> <p>Web Site: www.cityofpaloalto.org/utilities</p>
CA	<p>Los Angeles Department of Water & Power (LADWP) Ed Petok 213-367-4939 ed.petok@ladwp.com</p>	<p>Program Goals: Sell 3.5 million CFLs. Save 75 GWh of total energy, and reduce demand by 15.4 MW.</p> <p>CFL Incentives: Manufacturer buy-down. Activity budget of \$3.3 million. Implementation October 2008. Partner solicitation through letter to program contact. <u>Looking to collaborate with manufacturing partners.</u></p> <p>Other Activities: Distributions of two free CFLs to customers as part of a campaign to raise customer awareness. Activity budget of up to \$5.5 million. Implementation from April–July 2008. Partner solicitation through a competitive bid. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.ladwp.com</p>
CA	<p>Pacific Gas & Electric (PG&E) Susan Fisher 415-973-2232 slf1@pge.com</p>	<p>Program Goals: Sell 20 million CFLs and 450,000 light fixtures, reduce electricity demand by 70 to 80 MW, and save 560,000 MWh of total energy.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant rebates. Year-round implementation. Partner solicitation through general notification to manufacturers/retailers. • Buy-down / mark-down incentive of \$1 to \$2 per qualified CFL based on lumen output, with up to an additional \$1.50 for specialty bulbs, and \$5 and \$10 per interior or exterior fixture. Manufacturers/retailers may propose lower incentives. Partner solicitation through request for proposal; awards made on first-come, first-served basis. Continuation of 2006-08 programs. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Buy-down / mark-down participants asked to contribute self-funded promotional activities throughout the year. • New lighting brochure for retailers and educational purposes. • Special promotions for Earth Day and the Change a Light Campaign. <u>Looking to collaborate with retail partners for Earth Day promotions.</u> Change a Light promotion details TBD. <p>Web Site: http://www.pge.com/myhome/saveenergymoney/rebates/light/products/</p>

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>Sacramento Municipal Utility District (SMUD) Jon Elissalde 916-732-6657 jelissa@smud.org</p> <p>Rick Kallett 916-732-5477 rkallett@smud.org</p>	<p>Program Goals: Sell 1,242,500 CFLs and 7,500 fixtures. Save 39.6 GWh and 6.2 MW.</p> <p>CFL/Fixture Incentives: Open to a variety of activities proposed by potential partners, including dollar incentives, advertising and promotions, outreach events, and more. Maximum incentive levels of \$1.25 to \$4.00 per bulb, depending on type. Requested partner contribution of at least 50 percent of total activity cost. Looking to collaborate with retail and manufacturing partners. Partner solicitation through Request for Proposals. 2008 proposals continually accepted depending on funding availability.</p> <p>Marketing/Outreach: Advertising to support incentives and other partnership activities. Participation at trade shows and other special events. Production of fact sheets, bill flyers, web pages and other media. Year-round implementation, with a focus on marketing and special events during the Change a Light Campaign and special events in the spring.</p> <p>Web Site: www.smud.org</p>
CA	<p>San Diego Gas & Electric (SDG&E) Mark Jensen 858-636-6811 majensen@semprautilities.com</p>	<p>Program Goals: Save about 99 MWh in total energy and reduce demand by 9 MW. Obtain 900 to 1,000 SDG&E employee pledges for the Change a Light Campaign.</p> <p>CFL/Fixture Incentives: Buy-down / mark-down incentive of \$1 to \$2 per CFL based on lumen output, with up to an additional \$1.50 for specialty bulbs, and \$5 to \$10 per fixture. Manufacturers may propose lower incentives. Partner solicitation through request for proposal; awards made on first-come, first-served basis. Continuation of 2006-08 programs.</p> <p>Marketing/Outreach: Buy-down / mark-down participants asked to contribute self-funded promotional activities throughout the year. Looking for specific proposals to support special promotions for Earth Day and the Change a Light campaign.</p> <p>Other Activities:</p> <ul style="list-style-type: none"> • Employee turn-in event – exchange of incandescents for CFLs during the Change a Light Campaign, October 2008. Limit two CFLs per employee. • Energy Saving CFLs Contest in 2008 to further promote the lighting products covered in the program. • LED pilot program targeting early adopters, starting at the end of the first quarter of 2008. Further details TBD. <p>Web Site: www.sdge.com/residential/lighting.shtm</p>

Lighting Program Details

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State(s)	Partner Name / Contact	Program Descriptions
CA	<p>Southern California Edison (SCE) Richard Greenburg 626-636-3063 richard.greenburg@sce.com</p>	<p>Program Goals: 600 MWh in energy savings.</p> <p>CFL/Fixture Incentives: Buy-down incentive for CFLs, fixtures, portables, LEDs, cold cathodes, and incandescent exterior photo-motion fixtures. <u>Looking to collaborate with manufacturing partners.</u> Prefers small discount and grocery, low bids on per-unit incentives, and track record of fast and accurate invoicing. Partner solicitation through announcement, agreement, use of utility request forms, proof of retailer commitment; awards made on first-come, first-served basis. Implementation from November 1, 2007 – October 31, 2008.</p> <p>Other Activities: Plug-in lamp exchange for torchieres, table lamps, desk lamps, floor lamps, and LED holiday lights. <u>Looking to collaborate with manufacturing partners.</u> Activity budget of \$1 million. Prefers high quality, low pricing and fast availability. Implementation from November 1, 2007 – October 31, 2008. Utility-contracted Energy Efficiency Program Sponsors will contact manufacturers.</p> <p>Web Sites: www.sce.com; and www.sce.com/RebatesandSavings/Residential/Lighting/ENERGYSTARLighting/default.htm</p>

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
MD	<p>Baltimore Gas and Electric Company (BGE) Chris Walls 410-470-1264 christopher.c.walls@bge.com</p>	<p>Program Goals: Provide BGE customers with energy saving tips, education and mark down portion of CFL costs. Through partnerships with area CFL retailers, sell 1 million bulbs and give away approximately 5,000 CFL bulbs by year end 2008.</p> <p>CFL Incentives: Sponsor mark-downs of \$1.50 per single CFL bulb and \$3.00 off for multi-pack bulbs. <u>Looking to collaborate with retail and manufacturing partners.</u> Year-round implementation. Partner solicitation already completed.</p> <p>Marketing/Outreach: Giveaway approximately 5,000 CFLs through events for low income and non low income customers. Events will include fairs, seminars, library giveaways, energy education meetings, etc.</p> <p>Web Site: www.BGESmartEnergy.com</p>

Lighting Program Details

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State(s)	Partner Name / Contact	Program Descriptions
MD	<p>Pepco Jeffrey Roman 202-872-2142 jgroman@pepcoholdings.com</p>	<p>Program Goals: Over three years, the program is expected to sell 1.4 million CFLs to Maryland residential customers while giving away another 45,000. These CFLs are expected to yield a 33,000 MWh annual energy reduction and a 3,100 kW peak demand reduction.</p> <p>CFL Incentives: CFLs are marked down by \$1.50 on each single bulb, and \$3 on multi-packs at participating The Home Depot, Costco, Wal-Mart, and ACE Hardware stores in Maryland as well as additional local retailers.</p> <p>Marketing/Outreach: Change a Light, Change the World promotions including periodic CFL giveaways. <u>Looking to collaborate with additional retailer partners.</u></p> <p>Other Activities: Various events throughout Maryland to educate the public about CFLs, and give away bulbs.</p> <p>Web Site: http://www.pepco.com/home/education/cfl/</p>
PA	<p>Pennsylvania Department of Environmental Protection Mark Hand 717-787-9377 mhand@state.pa.us</p>	<p>Program Goals: Provide outreach to students and their parents on efficiency and climate change at participating schools.</p> <p>Marketing/Outreach: 5,000 CFLs will be distributed to the parents of PA middle school students who complete an energy-efficiency less plan. School districts will be recruited around the time of (or in conjunction with) Change a Light marketing. Activity budget of \$10,000. Implementation is planned for the 2007-2008 school year.</p> <p>Web Site: www.depweb.state.pa.us/energy</p>
PA	<p>PPL Electric Utilities Mary Thompson Grassi 610-774-4755 methompsongrassi@pplweb.com</p>	<p>Program Goals: Obtain 1,500 Change a Light Campaign pledges in 2008. Provide 8,000 bulbs to Operation HELP customers (see below).</p> <p>CFL Incentives: Instant rebate or buy-down program planned for the Fall of 2008. Further details TBD. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Generate interest in the Change a Light Campaign pledge through PPL web site and monthly customer newsletter. Provide pledge cards and consumer education information at Home Shows and other special events, as well as to Operation HELP customers. Additional consumer outreach through press releases and TV and newspaper advertisements.</p> <p>Other Activities:</p> <ul style="list-style-type: none"> • CFL fundraiser program for schools and non-profit organizations. Implementation in the Summer of 2008. <u>Looking to collaborate with a manufacturing partner.</u> • CFL giveaway to customers receiving bill payment assistance from the Operation HELP energy fund. Instant coupon giveaway to non-profit organizations receiving Operation HELP funding. • Small business guaranteed loan program for purchasing energy-efficient light fixtures. Implementation May to December 2008. Partner solicitation by Request for Proposals, due by June 2008. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Web Site: www.pplelectric.com (no lighting incentive information at the moment)</p>

Lighting Program Details

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
VA	<p>Virginia Department of Mines, Minerals and Energy (DMME) John Broughton 804-692-3234 john.broughton@dmme.virginia.gov</p>	<p>Program Goals: Work collaboratively with all of the utilities across the Commonwealth to educate Virginians about the benefits of CFLs, while also promoting the national call to action to the Change a Light Campaign.</p> <p>Marketing/Outreach: Incorporate messaging into bill stuffers, websites, newsletters, and other media. Implement a cooperative advertising campaign in tandem with Virginia's ENERGY STAR Sales Tax Holiday, October 10-13, 2008. Collaborate with major retailers on promotional advertising. Work with the Governor's office to educate state employees about ENERGY STAR and the Change a Light Campaign. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.dmme.virginia.gov/divisionenergy.shtml</p>
VA	<p>Dominion Harold Crowder 804-775-5284 Harold.Crowder@dom.com</p>	<p>Program Goals: Sell 2.25 million CFLs per year in 2008 and 2009.</p> <p>CFL Incentives: CFLs are marked down by \$1.50 on each single bulb, and \$3 on multi-pack CFLs at participating The Home Depot stores.</p> <p>Web Site: www.dom.com/customer/efficiency/res/cfl_program.jsp</p>

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IA	<p>Alliant Energy Lisa Pucelik 319-786-4283 lispucelik@alliantenergy.com</p>	<p>CFL Incentives:</p> <ul style="list-style-type: none"> • Mail-in rebates covering 50% of the cost of ENERGY STAR qualified CFLs are available year round. Minimum of 5 bulbs per application, maximum of 25 bulbs per residential customer account and 50 bulbs per business customer account, per year. • Instant \$2 rebates are offered to consumers for ENERGY STAR qualified CFL purchases during the Change a Light Campaign. With the instant reward, the bulbs sell for as little as 99 cents at participating retail stores across the state from October 1 through November 30. Approximately 150,000 discounted CFLs are purchased through this program each year by Alliant Energy customers. <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • \$20 mail-in rebates are available for ENERGY STAR qualified light fixtures, and for ENERGY STAR qualified ceiling fans equipped with light kit. Maximum of 5 rebates per customer. • ENERGY STAR Homes program requires 5 ENERGY STAR qualified fixtures or appliances. Builders can receive bonus rebates of \$10 per fixture for ENERGY STAR qualified fixtures installed in homes that earn the ENERGY STAR. <p>Marketing/Outreach: Partnership with more than 50 other utilities to promote the Change a Light Campaign.</p> <p>Web Site: www.alliantenergy.com/rebates</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IA	Waverly Light and Power Curt Atkins 319-352-6251 curt@wlpnet.net	<p>Program Goals: Continue to promote CFLs in monthly bill inserts and participation in the 2008 Change a Light Change the World campaign.</p> <p>Marketing/Outreach: Participating in the 2008 Change a Light campaign, mainly for residential customers. Implementation from October 1 – November 30. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through direct mail.</p> <p>Web Site: www.waverlyia.com</p>
IA, IL, SD	MidAmerican Energy John O'Roake 515-252-6764 jtoroake@midamerican.com	<p>CFL Incentives: Instant \$2 rebates are offered to consumers for ENERGY STAR qualified CFL purchases during the Change a Light Campaign. With the instant reward, the bulbs sell for as little as 99 cents at participating retail stores across the state from October 1 through November 30. Approximately 200,000 discounted CFLs are purchased through this program each year.</p> <p>Fixture Incentives: Rebates are available for ENERGY STAR qualified hardwired light fixtures, and ceiling fans equipped with lighting fixtures, through the EnergyAdvantage New Homes Program. Eligible builders must have five installed ENERGY STAR-fixtures and supply documentation for each.</p> <p>Marketing/Outreach: Partnership with more than 50 other utilities to promote the Change a Light Campaign.</p> <p>Web Site: www.midamericanenergy.com/ee</p>
IA, KY, MI, MN, WI	Wisconsin Focus on Energy / Wisconsin Energy Conservation Corporation (WECC) Karl Hilker, WECC 608-249-9322 ext. 273 karlh@weccusa.org	<p>Program Goals: Sell 3.25 million CFLs and 10,500 fixtures in six states, including 2 million CFLs and 10,000 fixtures in Wisconsin alone.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Mail-in rebate of \$2. Implementation July '07 – June '08. Solicitation through partnership letter. • Buy-down, mark-down and instant rebate. Implementation October '07 – March '08. Preference for CFL multi-packs. Partner solicitation through Request for Proposals to be issued in March '07. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant and mail-in rebates of \$15 in Wisconsin and service territory of Minnesota Power. Instant rebate of \$20 in Kentucky. ENERGY STAR qualified products only. Implementation July '07 – June '08. Solicitation through partnership letter. Applicable in Wisconsin and Minnesota only. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebate of \$15 per fixture in lighting showrooms, with a \$10 spiff per fixture to the sales representative. Implementation July '07 – June '08. Solicitation through partnership letter. Applicable in Wisconsin only. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Web Site: www.weccusa.org</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IL	<p>ComEd Joe Tipton 630-437-2461 joe.tipton@exeloncorp.com</p>	<p>Program Goals: Sell more than 2.6 million CFLs over three years (2008-2011). Achieve savings target of 350 MWh of annual energy consumption and 33.4 MW of peak demand. Create customer interest in CFLs and related energy-efficient products. Educate customers about how to better manage their monthly electric bills by informing them of energy-efficient practices to reduce overall usage. Increase customer participation in CFL recycling program through participating retailers. Increase visibility of ComEd and CARE initiative.</p> <p>CFL Incentives: Instant rebate and buy-down programs through solicited retail sale channels. Further details TBD. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing Outreach: Direct consumer marketing via bill stuffers and other direct mail approaches; co-op advertising (such as circulars and flyers) with participating retailers; point-of-purchase displays at participating retail stores; and mass-marketing advertising. Special focus during the Change a Light Campaign.</p> <p>Web Site: www.comedcare.com</p>
IL, IN, MN, MO	<p>Midwest Energy Efficiency Alliance (MEEA) Chad Bulman 312-587-8390 x18 cbulman@mwalliance.org</p>	<p>Program Goals: Maintain a balance between customer education and incentives. Take large steps in educating customers on CFL mercury and recycling, and helping to develop convenient options for recycling CFLs. Look toward the future of solid-state lighting through pilot programs. Make most of funding made available through current and future legislation on energy efficiency program sponsors.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Involvement with the Change a Light campaign, October to December 2008. Specific activities TBD. Activity budget of \$2.2 million. Partner solicitation through Request for Proposals, due in March. <u>Looking to collaborate with retail and manufacturing partners.</u> Preference for strong geographic diversity in the Midwest states and large-volume marketing. • Buy-down. Activity budget of \$1.6 million. Implementation during the Fall of 2008. Partner solicitation through Request for Proposals, due in March or April. <u>Looking to collaborate with retail and manufacturing partners.</u> Preference for manufacturers who continue to advance CFL technology (low start-up time, low mercury, excellent color, power factor, eco-friendly packaging, very long life, smaller bulbs). Preference also given to partners willing to help develop CFL recycling infrastructure. <p>Marketing/Outreach: Consumer education activities.</p> <p>Other Activities:</p> <ul style="list-style-type: none"> • Lights for Learning student fundraising program, with a buy-down on 50 percent of bulb cost. Available for CFLs and LED holiday strings. Activity budget of \$240,000. Restricted to school groups. Year-round implementation. Partner solicitation through Request for Proposals, due in Spring 2008. <u>Looking to collaborate with retail and manufacturing partners.</u> • CFL giveaway program. Implementation Spring 2008. Activity budget of \$2 million. Partnerships already established. • LED pilot program, with a focus on holiday lights and possibly on general illumination as well. Implementation in late 2008. Further details TBD. <u>Looking to collaborate with retail and manufacturing partners.</u> Preference for high light quality, long-life products. <p>Web Site: www.mwalliance.org/programs.php</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
KS	<p>Westar Energy Gina Penzig 785-575-8089 gina.penzig@westarenergy.com</p> <p>Randy Degenhardt 316-261-6450 randy.degenhardt@westarenergy.com</p> <p>Karla Olsen 316-261-6263 Karla.Olsen@westarenergy.com</p>	<p>Program Goals: Distribute 30,000 CFLs. Promote energy efficiency lighting and educate consumers on being a wise energy user.</p> <p>Marketing/Outreach: Distribute free CFLs at National Night Out, home shows, business shows, trade shows, school outreach events, and other local events. Distribute one free CFL to 5,000 customers that sign up for paperless billing.</p> <p>Web Site: www.westarenergy.com/efficiency</p>
KY, OH	<p>Duke Energy Delta Sonderman 704-382-1178 dsonderman@dukeenergy.com</p>	<p>Program Goals: To accelerate the adoption and purchase of high efficiency ENERGY STAR CFLs by Duke Energy customers through the use of educational materials and incentives. Adoption goal of 500,000 CFLs in Ohio, and in Kentucky the goal is for 40,000 CFL bulbs and 50,000 fluorescent torchieres a year.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Kentucky: In-store coupons and public relations events. • Ohio: Retail coupons with incentives which allows the customer to purchase the CFL bulbs for around \$1. <p>Marketing & Outreach:</p> <ul style="list-style-type: none"> • Earth Day Events and Change a Light, Change the World promotions with retailers. • Reaching customers through direct mail, on-line, bill stuffers and in-store incentive offers. Additional educational messages delivered through radio and print advertising and at local home shows. <p>Other Activities: Low income CFL program, K-12 Education CFL program, Commercial CFL rebates.</p> <p>Web site: www.duke-energy.com</p>
MN	<p>Marshall Municipal Utilities Mark Antony 507-537-7005 marka@marshallutilities.com</p>	<p>Program Goals: Save 50,000 kWh through CFL rebate offering to 500 new participants.</p> <p>CFL Incentives: Direct CFL rebates to customers.</p> <p>Marketing/Outreach: Customer CFL education. Activity budget of \$6,090. Implementation continuous, but promoted through the Change a Light campaign. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.marshallutilities.com</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MN	<p>Minnesota Power George Agrieste 218-722-5642 ext. 3167 gagriesti@mnpower.com</p>	<p>CFL Incentives: \$2 mail-in rebate for ENERGY STAR qualified CFLs available year round. Limited-time promotions with participating retailers offering instant in-store rebates.</p> <p>Fixture Incentives:</p> <ul style="list-style-type: none"> \$15 mail-in rebate for ENERGY STAR qualified residential light fixtures available year round. Limited-time promotions with participating retailers offering instant in-store rebates. Triple E New Construction program requires 5 ENERGY STAR qualified residential light fixtures. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> Special promotions tied to Change a Light, Change the World campaign. Looking to collaborate with manufacturer and retailer partners. <p>Web Site: www.mnpower.com/foundmoney</p>
MN	<p>North Itasca Electric Cooperative Gerald Loney 218-743-3131 jerry@nieci.com</p>	<p>Other Activities: Sell CFLs at cost and donate proceeds to area food shelves. Activity budget of \$10,000. Program supported by Great River Energy. Program advertised in the co-op's Watts newspaper. Year-round implementation.</p> <p>Web Site: www.northitascaelectric.com</p>
MN	<p>Southern Minnesota Municipal Power Agency (SMMPA) Sandra Feehan 507-292-6421 sk.feehan@smmpa.org</p> <p><u>Member utilities include</u> Austin Utilities Blooming Prairie Public Utilities Fairmont Public Utilities Grand Marais Public Utilities Lake City Utilities Litchfield Public Utilities Mora Municipal Utilities New Prague Utilities North Branch Municipal Water and Light Owatonna Public Utilities Preston Public Utilities Princeton Public Utilities Redwood Falls Public Utilities Rochester Public Utilities Spring Valley Utilities St. Peter Municipal Utilities Waseca Utilities Wells Public Utilities</p>	<p>Program Goals: Save 2,500 MWh through CFL initiatives with member utilities. Save 50 MWh through ceiling fan with lighting initiatives with member utilities.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> Mail-in rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Instant rebates in the fall of 2007 in coordination with MEEA and WECC through the Change a Light Campaign. Give away CFLs during special promotions such as public power week, earth day events, and school events. <p>Fixture / Ceiling Fan Incentives:</p> <ul style="list-style-type: none"> Mail-in rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Ceiling fan must come with lighting to qualify (includes CFL kits for ceiling fans). Also applies to hardwired CFL fixtures and torchieres. Rebate of \$15 per light fixture or ceiling fan with lighting. <p>Marketing/Outreach: CFL consumer and retailer education and promote using print ads, radio ads, publications and website. Ceiling fan consumer education and promote CFLs through point-of-purchase displays in local hardware stores, plus radio, print ads, publications and website.</p> <p>Web Site: www.saveenergyinmycommunity.com</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MN	<p>Xcel Energy Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com</p> <p>Katie Warman 612-337-2111 katie.warman@xcelenergy.com</p>	<p>Program Goals: Sell 200,000 bulbs and save 17 GWH in Minnesota.</p> <p>CFL Incentives: Instant rebate. Winter & Fall make down promotions, coordinate in fall with Change a Light. Activity budget of \$500,000.</p> <p>Other Activities: Sell CFLs at discount prices through online catalog. Year-round implementation. See website for further details.</p> <p>Web Site: www.xcelenergy.com/homelighting</p>
NE	<p>Nebraska Energy Office Bruce Hauschild 402-471-3351 bruce.hauschild@nebraska.gov</p> <p>Lynn Chamberlin 402-471-3358 lynn.chamberlin@nebraska.gov</p>	<p>Program Goals: Provide loans to Nebraska residents to reduce total lighting load.</p> <p>Other Activities: The Dollar and Energy Saving Loan Program provides loans to Nebraska residents electing to reduce their total connected wattage of existing lighting by 15 percent or more by replacing existing lighting with ENERGY STAR qualified CFLs, fixtures, and other energy-efficient light sources. Since the inception of the program, 173 eligible lighting projects totaling more than \$1 million have been financed under the program through participating Nebraska lenders.</p> <p>Web Site: www.neo.ne.gov</p>
WI	<p>Vernon Electric Cooperative Dave Maxwell 608-634-7475 dmaxwell@vernonelectric.org</p>	<p>CFL Incentives: Rebate of \$2 per CFL for member purchases, up to 12 CFLs per member. Rebates issued as electric bill credits after rebate form and receipt is provided. Year-round implementation.</p> <p>Marketing/Outreach: Give away CFLs during community functions. Sign up individuals to pledge to Change a Light. Inform customers through co-op newsletters, monthly co-op magazine, radio, and co-op web site.</p> <p>Web Site: www.vernonelectric.org</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
CT	<p>Connecticut Light and Power Lisa M. Bodin, Applied Proactive Technologies 877-366-3749 lisab@appliedproactive.com</p>	<p>Program Goals: Sell 1.8 million CFLs and 50,000 fixtures. Achieve 53 million kWh of annual energy savings and 472 million kWh of lifetime energy savings.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Proposals accepted on an ongoing basis in 2008. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates of \$2 per CFL and \$10 per fixture. Products must be ENERGY STAR qualified. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Marketing/Outreach: Consumer education through New England Cable News public affairs campaign; NCP marketing (see Northeast ENERGY STAR Lighting Initiative); in-store promotions and special lighting events.</p> <p>Other Activities: CFL and light fixture sales through online catalog.</p> <p>Web Site: www.myenergystar.com</p>
CT	<p>United Illuminating Company Sean Keeney 203-499-3868 sean.keeney@uinet.com</p>	<p>Program Goals: Sell 370,000 CFLs and 3,000 light fixtures. Achieve nearly 13 million kWh in annual energy savings and 91 million kWh in lifetime energy savings.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through NCP process. See Northeast ENERGY STAR Lighting Initiative for details. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates of \$2 per CFL and \$10 per fixture. Products must be ENERGY STAR qualified. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Marketing/Outreach: Consumer education efforts.</p> <p>Web Site: www.uinet.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
CT, MA, NY, RI, VT	<p>Northeast ENERGY STAR Lighting Initiative Melissa Lucas, Northeast Energy Efficiency Partnerships (NEEP) 781-860-9177 ext. 15 mlucas@neep.org</p>	<p>Program Goals: Increase energy savings from ENERGY STAR lighting by increasing regional market share. Increase consumer and retail awareness and understanding of the benefits of ENERGY STAR lighting. Update existing and secure new ENERGY STAR specifications to increase savings opportunities in lighting product quality and performance.</p> <p>CFL/Fixture Incentives: Mark-downs and buy-downs through Negotiated Cooperative Promotion (NCP) process. Incentive levels, promotion dates and other details negotiated by individual participating utilities. Products must be ENERGY STAR qualified. Coordination with seasonal ENERGY STAR promotions when possible. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Some participating Energy Efficiency Program Sponsors in the Initiative offer cooperative marketing programs to retailers.</p> <p>Web Sites: www.neep.org; and www.myenergystar.com</p>
MA	<p>Cape Light Compact Margaret Song 508-375-6843 msong@cape.com</p> <p>Heather Vail, Lockheed Martin 508-460-0086 heather.j.vail@lmco.com</p>	<p>Program Goals: Save 2.5 MWh of energy.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Partner solicitation through partnership letter. Prospective partners must offer comprehensive marketing plan. Preference given to low-mercury products and proposals which include product recycling. • Instant rebates. Year-round implementation. Further details TBD. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Marketing/Outreach: Some cooperative marketing efforts arranged through the NCP process. Further details TBD.</p> <p>Other Activities: Light bulb turn-in events, encouraging customers to exchange incandescent bulbs for CFLs. Implementation year-round, with focus on Fall 2008. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.capelight-compact.org and www.myenergystar.com</p>
MA	<p>National Grid Massachusetts Heather Vail, Lockheed Martin 508-460-0086 heather.j.vail@lmco.com</p>	<p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Partner solicitation through partnership letter. Prospective partners must offer comprehensive marketing plan. Preference given to low-mercury products and proposals which include product recycling. • Instant rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Further details TBD. <p>Marketing/Outreach: Some cooperative marketing efforts arranged through the NCP process. Further details TBD.</p> <p>Web Site: www.myenergystar.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MA	<p>NSTAR Electric Heather Vail, Lockheed Martin 508-460-0086 heather.j.vail@lmco.com</p>	<p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Partner solicitation through partnership letter. Prospective partners must offer comprehensive marketing plan. Preference given to low-mercury products and proposals which include product recycling. • Instant rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Further details TBD. <p>Marketing/Outreach: Some cooperative marketing efforts arranged through the NCP process. Further details TBD.</p> <p>Web Site: www.myenergystar.com</p>
MA	<p>Western Massachusetts Electric Company Heather Vail, Lockheed Martin 508-460-0086 heather.j.vail@lmco.com</p>	<p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Partner solicitation through partnership letter. Prospective partners must offer comprehensive marketing plan. Preference given to low-mercury products and proposals which include product recycling. • Instant rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Further details TBD. <p>Marketing/Outreach: Some cooperative marketing efforts arranged through the NCP process. Further details TBD.</p> <p>Web Site: www.myenergystar.com</p>
ME	<p>Efficiency Maine Richard Bacon 207-287-8349 richard.bacon@maine.gov</p>	<p>Program Goals: Increase consumer awareness of cost-effective options for conserving energy. Create more favorable market conditions for the increased use of efficient products and services. Promote sustainable economic development and reduced environmental damage. Reduce the price of electricity over time for all consumers by achieving reductions in demand for electricity during peak use periods.</p> <p>CFL/Fixture Incentives: Instant rebates and mark-downs for ENERGY STAR qualified products. Year-round implementation. <u>Looking for collaboration with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Print, TV, and radio ads. Cooperative marketing, speaker's bureau, various national and local efficiency events. <u>Looking for collaboration with retail and manufacturing partners.</u></p> <p>Web Site: www.energymaine.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NH	<p>New Hampshire Saves Program</p> <p>Kate Ringe-Welch, National Grid 410-267-6660 katherine.ringe@us.ngrid.com</p> <p>Audrey Simpson, New Hampshire Electric Co-Op 603-536-8699 simpsona@nhec.com</p> <p>Jack Schelling, Public Service of New Hampshire 603-634-2721 schelje@psnh.com</p> <p>Keith Freischlag, Unitil 603-773-6458 freischlag@unitil.com</p>	<p>Program Goals: Combined lifetime savings goal for 2008 of 95,750,000 kWh and lighting rebates goal of 321,000 for the residential lighting programs for the four member utilities of the New Hampshire Saves Program.</p> <p>CFL Incentives: Instant rebate of \$1 per CFL at more than 100 retail store locations, and \$2 instant rebate through the New Hampshire Saves lighting catalog. Activity budget of \$1 million. Year-round implementation.</p> <p>Fixture Incentives: Instant rebate of \$10 per fixture at more than 100 retail store locations and through the New Hampshire Saves lighting catalog. Activity budget of \$340,000. Year-round implementation.</p> <p>Marketing/Outreach: Consumer education information offered through bill inserts, corporate energy fairs, and the New Hampshire Saves lighting catalog. Cooperative advertising funds available for retail partners – must use ENERGY STAR and utility logos.</p> <p>Web Site: www.nhsaves.com</p>
NJ	<p>New Jersey Clean Energy Program</p> <p>Pedro Cabrera, Honeywell 973-890-9500 ext. 3027 pedro.j.cabrera@honeywell.com</p>	<p>Program Goals: Sell 5 million CFLs and 120,000 light fixtures.</p> <p>CFL/Fixture Incentives: Mark-down incentives. Year-round implementation. RFP available in February or March 2008. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Co-op advertising, brochures, and energy education and lighting events at major retail locations throughout the state. Year-round implementation. Additional efforts during the 2008 Change a Light Campaign will include more focused and intense versions of year-round lighting promotions, plus promotion of the national Change a Light Campaign pledge.</p> <p>Web Site: www.njcleanenergy.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NY	<p>Long Island Power Authority (LIPA) Renee Crespi 631-755-5301 rcrespi1@service.lipower.org</p>	<p>Program Goals: Sell 1.2 million CFLs and 15,000 fixtures. Save 43,000 MWh in total energy consumption and 3.33 MW in peak demand.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant rebates of \$2 for ENERGY STAR qualified specialty CFLs (including three-way, dimmable, and globe bulbs), and \$2.50 for PNNL-tested reflectors. Year-round implementation. Coupons to be placed in LIPA retail partner stores. Partner solicitation through field staff outreach and notification letters. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates of 50 cents per ENERGY STAR qualified bare spiral CFL, available March-May 2008 and September-November 2008 only. Coupons to be placed in LIPA retail partner stores. Partner solicitation through field staff outreach and notification letters. <u>Looking to collaborate with retail and manufacturing partners.</u> • Buy-downs and mark-downs for ENERGY STAR qualified CFLs and light fixtures at grocery & drug stores and new retail partners. CFLs must be third party tested. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> • Bulk purchase mail-in rebate program for builders/contractors that install eligible CFLs, light fixtures, and ceiling fans in residential applications within LIPA service territory. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through field staff outreach and notification letters. <p>Marketing/Outreach: Cooperative advertising opportunities for ENERGY STAR qualified CFLs, light fixtures and ceiling fans. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through field staff outreach and notification letters. Request for partners to cover 50 percent of print advertising costs.</p> <p>Web Site: www.lipower.org/cei</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NY	<p>New York State Research and Development Authority (NYSERDA) Mark Michalski 518-862-1090 ext. 3237 mm2@nyserda.org</p>	<p>Program Goals: Increase the awareness and education, market share, and product line of ENERGY STAR qualified CFLs, fixtures and other technologies. Begin transitioning outreach and marketing efforts to promote energy efficient lighting applications. Increase number of lighting retailer and manufacturer partners. Increase integration of ENERGY STAR qualified fixtures and CFLs into new and existing homes programs. Improve understanding of effective energy efficient lighting design.</p> <p>CFL/Fixture Incentives: NYSERDA has increased its funding significantly for manufacturers and retailer to promote CFLs and fixtures in 2008 due to Governor Eliot Spitzer's "15 by 15" Plan – a plan to reduce electric consumption in New York State by 15 percent by 2015. NYSERDA is looking to partner with new manufacturers and retailers and leverage existing relationships with manufacturers and retailers to assist in obtaining the goals of the 15 by 15 Plan through residential lighting. <u>Looking to collaborate with retail partners.</u></p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Cooperative advertising and promotions for CFLs and fixtures. Solicitation through partnership agreement process. <u>Looking to collaborate with retail and manufacturing partners.</u> • Consumer education for CFLs and fixtures. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Solicitation through partnership agreement process. <p>Web Site: www.getenergysmart.org</p>
RI	<p>National Grid Rhode Island Becky Webster, Applied Proactive Technologies 413-787-1939 beckyw@appliedproactive.com</p>	<p>Program Goals: Sell 195,000 CFLs; 4,838 indoor light fixtures; 443 outdoor light fixtures; and 167 torchieres.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. See Northeast ENERGY STAR Lighting Initiative for details. Partner solicitation through partnership letter. Prospective partners must offer comprehensive marketing plan. Preference given to low-mercury products and proposals which include product recycling. • Instant rebates. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Further details TBD. <p>Marketing/Outreach: Cooperative marketing efforts arranged through the NCP process; attendance at community outreach events; in-store events & promotions; and additional cooperative advertising. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Other Activities:</p> <ul style="list-style-type: none"> • CFL fundraisers for schools in service territory. • Direct sales of ENERGY STAR qualified CFLs and light fixtures through online catalog. <p>Web Sites: www.nationalgridus.com and www.myenergystar.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
VT	<p>Efficiency Vermont Michael Russom 888-921-5990 ext. 1099 mrussum@veic.org</p> <p>Juliette Juillerat 888-921-5990 ext. 1132 juillerat@veic.org</p>	<p>Program Goals: Purchase and installation of 700,000 CFL lighting products by Vermont electric customers, resulting in approximately 50,000 MWh in energy savings. Target specific customers where CFLs have a greater than average energy savings value due to transmission and distribution constraints on the local electric system.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process. Activity budget of \$600,000. See Northeast ENERGY STAR Lighting Initiative for details. Also willing to work with local retailers. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through partnership letter, due February 29, 2008. • Instant rebates. Year-round implementation. Activity budget of \$200,000. Partner solicitation through field staff outreach. <u>Looking to collaborate with retail and manufacturing partners.</u> Further details TBD. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Community Energy Initiatives to work with local citizen groups to promote CFLs in local retailers. Partner solicitation through field staff outreach. <u>Looking to collaborate with local retail partners.</u> • Statewide “New Bulb in Town” CFL media campaign with a new CFL micro Web site, advertisements on television and in the large daily newspapers. Scheduled to run through October 2008. Activity budget of \$500,000. • Cooperative marketing efforts with local retailers. Activity budget of \$36,000. <u>Looking to collaborate with local retail partners.</u> <p>Other Activities: Targeting customers in specific geographic areas with transmission network constraints through a combination of NCP mark-downs/buy-downs, direct mail coupons, recruiting new local independent retailers, and marketing/outreach efforts through local newspapers and other media. Activity budget of \$600,000.</p> <p>Web Sites: www.encyvermont.com and www.newbulbintown.com.</p>

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
ID	<p>Idaho Falls Power Van Ashton 208-612-8443 vashton@ifpower.org</p>	<p>Marketing/Outreach: Consumer education campaign. Participate in regional Change a Light Campaign promotions. Individual member utilities may sponsor CFL giveaways at community events.</p> <p>Web Site: www.ifpower.org</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
ID	<p>Idaho Power Company Patti Best 208-388-5948 pbest@idahopower.com</p>	<p>Program Goals: Sell 300,000 ENERGY STAR qualified CFLs. Promote ENERGY STAR lighting through incentive programs, marketing and outreach efforts.</p> <p>CFL Incentives: Buy-down for specialty bulbs. Participate in Change a Light Campaign promotion sponsored by the Bonneville Power Administration. Existing program runs through May 2008. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Educate residential customers on the benefits of ENERGY STAR lighting through bill stuffers, web-content, newsletters, and in-store promotions.</p> <p>Web Site: www.idahopower.com/energycenter</p>
ID, MT, OR, WA	<p>Bonneville Power Administration (BPA) Aimee Brown, Portland Energy Conservation, Inc. 503-595-4445 abrown@peci.org</p> <p>Juan Carlos Blacker, Portland Energy Conservation, Inc. 503-961-6129 jcblacker@peci.org</p>	<p>Program Goals: Achieve energy savings by encouraging residential consumers to purchase and install high-quality energy efficient compact fluorescent lighting for specialty applications. Educate consumers on the benefits of CFLs in general and specialty bulbs in particular, with the end goal of transforming this developing, less-mature market resulting in increased energy savings.</p> <p>CFL/Fixture Incentives: Buy-down/mark-down of specialty CFLs as part of the Change a Light Campaign, in collaboration with 38 regional utilities and 488 big-box retail stores. Reflectors must pass high heat testing. Scheduled to end May 31, 2008, but may continue into the fall.</p> <p>Web Site: www.bpa.gov/Energy/N/residential.cfm</p>
ID, UT, WA	<p>PacifiCorp (Rocky Mountain Power and Pacific Power) Sarah Moore, Portland Energy Conservation Inc. 503-961-6136 smoore@peci.org</p>	<p>Program Goals: Sell more than 400,000 CFLs and 1,500 fixtures in the Idaho, Utah and Washington service territories.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Buy-down for CFLs in coordination with the Change a Light campaign. Implementation during Change a Light. • Making specialty ENERGY STAR qualified CFLs available. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through letters and e-mails. Solicitation is ongoing. • Tariff restrictions apply to buy-down of CFLs for individual program territories. Please contact PacifiCorp or subsidiary utilities for more information. <p>Fixture Incentives: Mail-in rebates for ENERGY STAR qualified fixtures. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through letters and e-mails. Solicitation is ongoing.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Rocky Mountain Power: Participating in the 2008 Change a Light campaign. Over 24 retail locations in Idaho and over 40 locations in Utah within Rocky Mountain's service territory are involved. • Pacific Power: Participating in the 2008 Change a Light campaign. Over 25 retail locations in Washington within Pacific's service territory are involved. <p>Web Sites: www.homeenergysavings.net/idaho/home; www.homeenergysavings.net/utah/home; and www.homeenergysavingspp.net/washington/home</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
OR	<p>Energy Trust of Oregon Julia Van Dyne, Portland Energy Conservation Inc. 503-595-4440 jvandyne@peci.org</p>	<p>Program Goals: Save 35 million kWh of electricity; increase overall ENERGY STAR CFL sales within their territory; foster market transformation of the purchase of ENERGY STAR lighting; continue to increase ENERGY STAR brand awareness; promote consumer education on the associated benefits; increase retail training opportunities; and stimulate sales of specialty CFLs.</p> <p>CFL Incentives: Mark-down: Change a Light specialty CFL campaign at big-box retailers. Sales goal of more than 300,000 CFLs. Activity budget of \$1.5 million. Spring and fall 2008 implementation.</p> <p>Other Activities:</p> <ul style="list-style-type: none"> • CFL fundraiser program for schools, congregations, and non-profit organizations. Goal of 5,200 CFLs sold. Year-round implementation. • Fulfillment program for residential consumers. Goal of 3,000 CFLs sold. Year-round implementation. <p>Web Site: www.energytrust.org</p>
WA	<p>Puget Sound Energy Laura Wilson 425-456-2462 laura.wilson@pse.com</p> <p>Eric Koch, Applied Proactive Technologies erick@appliedproactive.com</p>	<p>Program Goals: Sell at least 1.6 million ENERGY STAR qualified CFLs, and 55,000 fixtures in 2008. Build retailer relationships and improve fixture market conditions.</p> <p>CFL Incentives: Varies based on mark-down negotiations.</p> <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant rebate of \$20 per fixture. Available at lighting showrooms and participating retailers. Year-round implementation. • PSE offers additional incentives for builders installing the Advanced Lighting Package into their new construction homes. <p>Marketing/Outreach: Multiple in-store events planned for various times of the year, including Earth Day, the summer remodeling season, Energy Awareness Month, and the Change a Light Campaign. Marketing efforts include print ads, utility bill stuffers, point-of-purchase signage, and radio spots. Consumer education is planned to promote efficient lighting and energy awareness, so that consumers can make informed lighting purchase and disposal decisions.</p> <p>Web Site: www.pse.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
WA	<p>Seattle City Light Anne Ducey 206-684-3645 anne.ducey@seattle.gov</p>	<p>Program Goals: Sell 1.2 million ENERGY STAR qualified CFLs via retail mark-downs and coupons. Sell 5,000 ENERGY STAR qualified fixtures through showroom channels. Retrofit 400 small business and 300 multifamily building common areas with efficient lighting. Install efficient lighting in 3,000 new construction multifamily units.</p> <p>CFL Incentives: Instant discounts up to \$2.25 at participating retailers. Year-round implementation. CFL give-a-ways at BlockWatch meetings and other neighborhood or environmental events. Activity budget of \$2.5 million.</p> <p>Fixture Incentives: Instant rebate of \$20 per fixture (plus \$3 SPIF for sales) available at participating lighting showrooms. Rebates of up to 85 percent for small business lighting retrofits, multifamily common area lighting retrofits and multifamily new construction lighting. Year-round implementation. Activity budget of \$150,000.</p> <p>Marketing/Outreach: In-store events at participating retailers. Promotions at summer fairs and festivals. Print ads, utility bill stuffers, and point-of-purchase signage. Coordinate with NEEA and BPA on their Change A Light campaigns.</p> <p>Web Site: www.seattle.gov/light/conserve</p>
WA	<p>Snohomish County Public Utility District No. 1 (SNOPUD) Al Bandazy 425-783-1739 ajbandazy@snopud.com</p> <p>Kevin Watier (Advanced Lighting Package) 425-783-1714 kjwatier@snopud.com</p>	<p>Program Goals: Sell 430,000 CFLs to obtain 1.5 million kWh/year in electricity savings. Sell 1,400 fixtures to obtain 105,000 kWh/year in electricity savings.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Buy-down of \$1 to \$3 per ENERGY STAR qualified CFL. Year-round implementation. • Instant rebate coupon of \$1 per CFL. Year-round implementation. <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant rebate of \$20 per fixture. Available at lighting showrooms. Year-round implementation. • Snohomish County Public Utility District also offers up to \$280 per home for builders who install the Advanced Lighting Package in their new construction of single family homes. <p>Marketing/Outreach: Bill stuffers on lighting to over 300,000 customers, along with print ads and possibly some radio ads.</p> <p>Web Site: www.snopud.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
WA	<p>Tacoma Public Utilities Hollis Tamura 253-502-8643 htamura@cityoftacoma.org</p>	<p>Program Goals: Sell 1,500 CFLs and 10,000 light fixtures through the following markets: residential new construction, remodel/Do-It-Yourself, vendors, builders, and consumers.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Rebate of \$4 per ENERGY STAR qualified CFL, available at lighting showrooms and electrical distributors to homebuilders only on a case by case basis. Activity budget of \$6,000. Year-round implementation. • Buy-down for specialty bulbs. Participate in Change a Light Campaign promotion sponsored by the Bonneville Power Administration. Existing program runs through May 2008. <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Rebate of \$20 with a \$3 sales person incentive for ENERGY STAR qualified light fixtures at participating lighting showrooms and electrical distributors. Activity budget of \$230,000. Year-round implementation. Partner solicitation by memorandum of understanding. • Tacoma Power also offers a \$150 per home incentive for builders who install the Advanced Lighting Package in new construction of single family unattached homes. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Assist Tacoma Power with marketing material themes that mutually support the program in the Puget Sound area. • Coordinate with national ENERGY STAR Change a Light Campaign and NEEA promotions, when appropriate. • Offer promotional cooperative opportunities to builders, manufacturers, distributors, or showrooms. Potential opportunities include advertising, bill inserts and/or direct-mail and in-store events. • Write articles, advertising copy or other materials promoting the Puget Sound Utilities ENERGY STAR Fixture Program. • Consumer messaging through print advertising, radio, planned events and/or educational work. • Develop marketing materials for all key accounts including builders, showrooms, distributors, sub-contractors and consumers. <p>Web Site: www.tacomapower.com/Residential_Services.htm</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
AR, LA, MS, TX	Entergy Linda Baynham, Baynham Environmental 504-861-4833 linda@baynhamenvironmental.com	<p>Program Goals: Gather pledges to change out incandescent bulbs to CFLs.</p> <p>Fixture Incentives: Entergy offers a \$100 per home incentive for builders in Texas who install the Advanced Lighting Package in their new homes.</p> <p>Marketing/Outreach: CFL promotions in local stores.</p> <ul style="list-style-type: none"> • Giving away 10,000 15-watt CFL bulbs (contingent upon availability of grant money) • Holding public events on Change a Light Day (1 in each jurisdiction – AR, LA, New Orleans, MS, and Southeast TX). • Holding five additional events coordinated by our Customer Service groups. • School presentations throughout the month of October within Entergy service territory. • Internal employee communications including sending them to pledge website and goal of 2,500 pledges. <p>Other Activities: CFL change-out events in low-income households. (Contingent upon availability of grant money)</p> <p>Web Site: www.energy.com</p>
FL	JEA Payson Tilden 904-665-6187 tildpj@jea.com	<p>Program Goals: Reduce energy consumption by 9.1 MW. Reduce the cost of CFLs to \$1.50 per bulb during promotional period. Change a Light pledge goal of 18,000 changed bulbs.</p> <p>CFL Incentives: Buy-downs and rebate coupons. Implementation from October 2007 – September 2008. Partner solicitation by Request for Proposals. Deadline has already passed for 2008.</p> <p>Market/Outreach: Working with community action agencies on a free distribution of up to six CFLs per home to 400-600 low-income households, and up to six CFLs per person to 7,500 seniors and utility assistance customers. Showcase CFLs at local Home & Patio Shows, Earth Day events, and other events through the year.</p> <p>Web Site: www.jea.com/green</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
GA	<p>Georgia Power Vicki Nichols 404-506-6778 vdnichol@southernco.com</p>	<p>Program Goals: Educate consumers on energy efficient and ENERGY STAR lighting products. Increase consumer awareness and market demand for ENERGY STAR lighting through diverse promotional customer campaigns, 100,000 CFL give-away and pledge drive, educational and community outreach, retailer/manufacturer promotions for consumers and retail sales associate training programs.</p> <p>Marketing/Outreach: Execute broad mass market campaign, extend retail/manufacture promotions to customers, work with business and community, government agencies and other utilities to:</p> <ul style="list-style-type: none"> • Develop cooperative educational and promotional plans designed to educate consumers on the benefits of ENERGY STAR lighting and provide awareness to consumers on retailers' and/or manufacturers' ENERGY STAR promotional activities. • Develop ENERGY STAR product benefit information for point-of-purchase display in retailer stores; host in-store education events for consumers; training for retailers that will highlight the benefits of ENERGY STAR lighting so retailers can pass this knowledge on to customers at point-of-purchase; and other initiatives and support as appropriate for increasing consumer awareness of ENERGY STAR lighting benefits. • Support the Change a Light, Change the World Campaign. <p>Web Site: www.georgiapower.com/energystar/home.asp</p>
MS	<p>Mississippi Power Rose Ann Pegoda 228-865-5074 rapegoda@southernco.com</p>	<p>Program Goals: Reduce greenhouse gas emissions by 2,000,000 pounds annually through CFL distribution and pledges. Distribute up to 13,000 CFL bulbs to customers, employees and members of the community.</p> <p>Marketing/Outreach: Distribution of CFLs and educational materials to customers and employees. Community education about CFLs and the Change a Light campaign.</p> <p>Other Activities: Give out CFLs and educational materials and gather CAL pledges through various events including: trade/consumer shows; community events; neighborhood blitzes; homebuilder associations and dealer meetings.</p> <p>Web Site: www.mississippipower.com</p>
SC	<p>South Carolina Energy Office Trish Jerman 803-737-8025 tjerman@energy.sc.gov</p>	<p>Marketing/Outreach: Participate in Change a Light Campaign pledge drive at approximately 10 events per year. Developed CFL consumer education brochure and include CFLs and other efficient lighting options as a part of standard conservation messages. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.energy.sc.gov</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
AZ	<p>Arizona Public Service (APS) Monica Blakeslee, Ecos Consulting 503-525-2700 ext. 116 mblakeslee@ecosconsulting.com</p> <p>Glen Whitehead, Ecos Consulting 503-525-2700 ext. 169 gwhitehead@ecosconsulting.com</p>	<p>Program Goals: Sell approximately 2.5 million CFLs to APS customers and achieve energy savings of more than 1 billion kWh in 2008.</p> <p>CFL Incentives: Buy-down/mark-down. Preference for 60 watt-equivalent and specialty CFLs. Preference for retailers with strong presence in APS service territory and willingness to support point-of-purchase materials and in-store events. Looking for environmentally friendly packaging, low mercury levels, third-party testing, CFL recycling and proper disposal opportunities and partnerships. Year-round implementation. Request for Proposals issued December 2007 – partner solicitation completed for 2008.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – starting January '08. <u>Looking to collaborate with retail and manufacturing partners.</u> • Promotional activities with community partners at various special events, including film festivals, fund-raisers, Change a Light, and Earth Day. Media and marketing efforts to support events. <u>Looking to collaborate with retail and manufacturing partners.</u> • Retail staff training and field representative outreach. • CFL Recycling program for APS customers. <p>Web Site: www.aps.com</p>
CO	<p>Platte River Power Authority (PRPA) Adam Perry 970-229-5356 perrya@prpa.org</p>	<p>Program Goals: Sell 500,000 CFLs and save about 8,000 MWh of electricity in the cities of Estes Park, Fort Collins, Loveland, and Longmont.</p> <p>CFL Incentives: Mark-down incentive ranges from \$1 to \$2 per CFL. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.prpa.org</p>
CO	<p>Xcel Energy Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com</p> <p>Katie Warman 612-337-2111 katie.warman@xcelenergy.com</p>	<p>Program Goals: Sell 500,000 bulbs and save 44 GWH in Colorado.</p> <p>CFL Incentives: Mark down promotions in winter and fall. Coordinate with the Change a Light Campaign. Activity budget of \$800,000.</p> <p>Other Activities: Sell CFLs at discount prices through online catalog. Year-round implementation. See website for further details.</p> <p>Web Site: www.xcelenergy.com/homelighting</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
NV	<p>Nevada Power / Sierra Pacific Power <u>Corporate retail & manufacturing communications</u> Monica Blakeslee, Ecos Consulting 503-525-2700 ext. 116 mblakeslee@ecosconsulting.com</p> <p>Glen Whitehead, Ecos Consulting 503-525-2700 ext. 169 gwhitehead@ecosconsulting.com</p> <p><u>All other program inquiries</u> Bobby Robertson, Ecos Consulting 702-612-6646 rrobertson@ecosconsulting.com</p>	<p>Program Goals: Sell more than 2.2 million ENERGY STAR qualified CFLs and 7,500 ENERGY STAR qualified light fixtures.</p> <p>CFL/Fixture Incentives: Buy-down program. Year-round implementation. Partner solicitation by RFP, due March 2008. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Continue outreach activities with new home builders, schools, and casinos, along with Hispanic Outreach activities. Further details TBD.</p> <p>Web Sites: www.nevadapower.com/conservation/residential/programs; and www.sierrapacific.com/conservation/residential/programs</p>
NM	<p>Public Service Company of New Mexico (PNM) Emma van Moorsel 505-241-4425 emma.vanmoorsel@pnm.com</p> <p>Laurence Gould, Applied Proactive Technologies 866-496-1324 larryg@appliedproactive.com</p>	<p>Program Goals: Sell at least 622,000 CFLs for the 2007/2008 program year. Approximately 334,000 CFLs were sold October 1 – December 31, 2007.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Mark-down program. Year-round implementation. Partner solicitation through RFP, letters to previously established contacts. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates available at smaller independent retailers. Year-round implementation. <p>Fixture Incentives: Instant rebates available at smaller independent retailers. Year-round implementation.</p> <p>Marketing/Outreach: Field representative outreach to retail partners; in-store demonstrations; retail staff training; billboard advertising in Albuquerque; monthly bill enclosure to electric service customers; and distribution of residential energy efficiency program brochure. Also planning events during Earth Day and the Change a Light Campaign.</p> <p>Other Activities: Sales of discounted CFLs through online retail store.</p> <p>Web Site: www.pnm.com/cfl</p>
TX	<p>Austin Energy Joe Guerrero 512-482-5394 joe.guerrero@austinenergy.com</p>	<p>CFL Incentives: Instant rebates available at select local and national retailers.</p> <p>Marketing/Outreach: Print media advertising for instant rebates.</p> <p>Other Activities:</p> <ul style="list-style-type: none"> • CFL recycling initiative encouraging local retailers to accept used CFLs, to be picked up and recycled by City of Austin Office of Solid Waste Services. • CFL giveaway to 50,000 low-income customers. • CFL installation at Austin Housing Authority properties as part of energy audits for Housing Authority residents. <p>Web Site: www.austinenergy.com</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
TX	CenterPoint Energy Cheryl Bowman 713-207-5631 cheryl.bowman@centerpointenergy.com	Fixture Incentives: CenterPoint offers a \$200 per home incentive for builders who install the Advanced Lighting Package in their new homes. Web Site: www.centerpointefficiency.com/
TX	Oncor Electric Delivery Kim Hooper 214-486-3158 kimberly.hooper@oncor.com	Fixture Incentives: Oncor offers a \$50 per home incentive for builders who install the Advanced Lighting Package in their new homes. Web Site: www.txuelectricdelivery.com/electricity/teem/default.aspx
TX	Reliant Energy Stephanie Murdock 713-497-3730 smurdock@reliant.com	<p>Program Goals: Raise the awareness level of Reliant customers, community partners, employees and Texans in general concerning the benefits of efficient lighting through marketing and outreach efforts. Gather pledges among the target audiences listed above and encourage them to change from incandescent bulbs to CFLs.</p> <p>Marketing/Outreach: Advertising, public relations, special events, on-line product guides, bill flyers, web pages and other media. Year-round implementation, with focus on special events during Earth Day in the spring and the Change a Light Campaign in the fall.</p> <p>Other Activities: Complete the distribution of 20,000 CFLs through the Compact With Texas program during the 2007-2008 Change a Light campaign at various locations, including sporting events, school districts, churches, community meetings/forums, and Chambers of Commerce meetings. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Sites: www.reliant.com and www.reliant.com/compactwithtexas</p>

NATIONWIDE		
State(s)	Partner Name / Contact	Program Descriptions
	National Energy Education Development (NEED) Project Mary Spruill 800-875-5029 mspruill@need.org	<p>Program Goals: Provide CFL educational opportunities through the NEED network of teachers to their students in 65,000 classrooms nationwide, along with science and energy clubs and 4-H groups.</p> <p>Marketing/Outreach: Participate in the 2008 Change a Light Campaign as a Pledge Driver and educational partner. Create and distribute a 45-page teacher guide with campaign information. Promote the campaign at full-day, in-service workshops and national conference teacher trainings on energy education. Share information about the campaign and successful classroom projects through the Energy Exchange newsletter and the NEED web site.</p> <p>Web Site: www.need.org</p>