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ENERGY STAR® SUMMARY
OF LIGHTING PROGRAMS
BY ENERGY EFFICIENCY PROGRAM SPONSORS (EEPS)

April 2010 (Amended September 2010)

The **2010 ENERGY STAR® Summary of Lighting Programs** provides an overview of select programs to promote ENERGY STAR qualified compact fluorescent light bulbs (CFLs), residential light fixtures and solid state lighting. The Summary provides information about incentives, marketing activities, consumer education and outreach, contact information, and other relevant details for initiatives sponsored by ENERGY STAR partner utilities and other energy efficiency program sponsors.

The Summary of Lighting Programs is divided into the following sections:

1. **Lighting Programs Summary Chart** – A summary table of current lighting rebates organized by region.
2. **Program Details** – In-depth descriptions of each partner’s incentive programs including contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Lighting Programs, please contact Nora Buehler at ICF International, at nbuehler@icfi.com or 202.862.1589.

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ENERGY STAR® Lighting Program Summary Chart

Region	State(s)	Partner Name	Annual Budget	Target Population	Incentives			Marketing / Outreach	Other	Program Dates	
					CFLs	Fixtures	SSL				
California	CA	City of Palo Alto Utilities	\$75,000	25,000	√		√	√		Fall 2010 thru 2011	
		Los Angeles Dept. of Water & Power	<i>Not stated</i>	1.2 million	√			√	√	Varies by activity	
		Modesto Irrigation District	\$2.2 million	<i>Not stated</i>	√			√	√	Year-round	
		Pacific Gas and Electric Company	\$44 million	4.5 million	√	√	√	√		Year-round	
		Sacramento Municipal Utility District	\$2.4 million	520,000	√	√		√		Year-round	
		San Diego Gas & Electric	\$9.1 million	1.2 million	√	√	√	√		Year-round	
		Southern California Edison	\$20.7 million	4.5 million	√	√			√	January–December, 2010	
Mid-Atlantic	MD	Baltimore Gas and Electric Company	<i>Not stated</i>	1.1 million	√	√		√		Year-round	
		Southern Maryland Electric Cooperative	<i>Not stated</i>	140,000	√	√		√		Year-round	
	MD, DC	Pepco	<i>Not stated</i>	900,000	√		√	√		Year-round	
	MD, PA	Allegheny Power	<i>Not stated</i>	<i>Not stated</i>	√	√	√	√		Year-round	
	PA	PECO	\$19 million over four program years	1.4 million	√	√	√	√	√	Through May 2013	
		Pennsylvania Department of Environmental Protection (<i>program information from 2009</i>)	\$10,000	<i>Not stated</i>	√			√		2008–2009 School year	
		PPL Electric Utilities	<i>Not stated</i>	<i>Not stated</i>	√			√	√	Through May 2013	
VA	Virginia Department of Mines, Minerals and Energy	<i>Not stated</i>	7.2 million				√		Year-round, strong focus in October 2010		
WV	West Virginia Division of Energy	<i>Not stated</i>	1.8 million				√		Year-round		
Midwest	IA	Cedar Falls Utilities	<i>Not stated</i>	17,500	√	√		√	√	Year-round	
		Central Iowa Power Cooperative	\$200,000	<i>Not stated</i>	√	√	√	√	√	Year-round	
		Farmers Electric Cooperative	<i>Not stated</i>	<i>Not stated</i>	√	√	√	√		Year-round	
	IA, IL, SD	MidAmerican	<i>Not stated</i>	<i>Not stated</i>	√	√		√		Varies by activity	
	IA, IN, MN, ND, SD	Wisconsin Energy Conservation Corporation (WECC)	<i>Not stated</i>	<i>Not stated</i>	√		√		√	Varies by activity	
	IL	IA, MN	Alliant Energy	<i>Not stated</i>	530,000	√	√		√		Varies by activity
		Ameren Illinois	\$5.9 million	1.2 million	√		√	√	√	Year-round	
		ComEd	\$14.2 million	3.8 million	√	√		√		Year-round	
	IL, IN, MN, MO	Illinois Department of Commerce and Economic Opportunity	\$10.14 million	<i>Not stated</i>	√	√	√	√		Year-round	
		IL, IN, MN, MO	Midwest Energy Efficiency Alliance	<i>Not stated</i>	<i>Not stated</i>	√		√	√		Varies by activity
		KS	Westar Energy	<i>Not stated</i>	674,000				√		Year-round
		KS, MO	Kansas City Power & Light	\$195,000	<i>Not stated</i>	√		√	√	√	Year-round
		MI	DTE Energy	\$2.2 million	<i>Not stated</i>	√		√	√	√	Year-round
		MN	East Grand Forks Water and Light	<i>Not stated</i>	8,000	√	√	√	√		Year-round
Marshall Municipal Utilities			\$10,000	13,000	√	√	√	√	√	Year-round	
Minnesota Municipal Power Agency (<i>On behalf of 8 member utilities</i>)			<i>Not stated</i>	23,000	√			√		Year-round	
Minnesota Power	<i>Not stated</i>		137,000	√	√		√		Varies by activity		
	North Itasca Electric Cooperative	\$1,650	<i>Not stated</i>	√				√	Year-round		

ENERGY STAR® Lighting Program Summary Chart

Region	State(s)	Partner Name	Annual Budget	Target Population	Incentives			Marketing / Outreach	Other	Program Dates	
					CFLs	Fixtures	SSL				
Northeast		Shakopee Public Utilities	<i>Not stated</i>	<i>Not stated</i>	√	√			√	Annually January 1–November 30	
		Southern Minnesota Municipal Power Agency	<i>Not stated</i>	110,000	√	√		√	√	Year-round	
		Xcel Energy	\$3.5 million	1.3 million	√			√	√	Varies by activity	
	MO	AmerenUE	<i>Not stated</i>	1.2 million	√	√		√	√	Varies by activity	
		City Utilities of Springfield, Missouri	<i>Not stated</i>	<i>Not stated</i>				√	√	Year-round	
		Empire District Electric	\$158,000	<i>Not stated</i>	√	√		√		Year-round	
	NE	Nebraska Energy Office	\$34 million revolving pool	N/A	√	√	√		√	Year-round	
	OH	American Electric Power Ohio	\$6.4 million	1.27 million	√	√		√	√	Year-round	
		Duke Energy	<i>Not stated</i>	<i>Not stated</i>	√			√	√	Varies by activity	
		Dayton Power & Light (DP&L)	\$2.7 million	<i>Not stated</i>	√			√		Year-round	
	WI	Barron Electric Cooperative	<i>Not stated</i>	14,000	√				√	Varies by activity	
		Vernon Electric Cooperative	\$10,000	10,000	√	√	√	√	√	Year-round	
		Wisconsin Focus on Energy	\$4.8 million	2.5 million	√	√	√	√	√	Varies by activity	
	Northeast	CT	Connecticut Light and Power	\$7.5 million	1.2 million	√	√		√	√	Year-round
			United Illuminating Company	\$1.3 million	336,000	√	√		√	√	Year-round
CT, MA, ME, NH, NJ, NY, RI, VT		Northeast ENERGY STAR Lighting Initiative	<i>Not stated</i>	15 million	√	√	√	√		Varies by activity	
MA		Belmont Municipal Light Department	<i>Not stated</i>	<i>Not stated</i>	√			√		Year-round	
		Cape Light Compact	\$16.6 million statewide	158,000	√	√	√	√	√	Year-round	
		National Grid Massachusetts	\$16.6 million statewide	1.2 million	√	√	√	√	√	Year-round	
		NSTAR Electric	\$16.6 million statewide	770,000	√	√	√	√	√	Year-round	
		UNITIL (Fitchburg Gas & Electric)	\$16.6 million statewide	<i>Not stated</i>	√	√	√	√	√	Year-round	
		Western Massachusetts Electric Company	\$16.6 million statewide	200,000	√	√	√	√	√	Year-round	
ME		Efficiency Maine	\$1.5 million	686,000	√			√	√	Year-round	
NH		New Hampshire Saves Program	<i>Not stated</i>	540,000	√	√	√	√		Year-round	
NJ		New Jersey Clean Energy Program	\$10 million	Statewide	√	√	√	√	√	Year-round	
NY		Long Island Power Authority	\$2 million	950,000	√	√	√	√		Year-round	
		NYSERDA	\$5.6 million	6 million	√	√	√	√		Year-round	
RI		National Grid Rhode Island	\$ 1.01 million	478,000	√	√		√	√	Year-round	
	Pascoag Utility District	\$24,717	4,500	√	√		√	√	Year-round		
VT	Efficiency Vermont	\$2 million	305,000	√	√	√	√	√	Varies by activity		
Northwest	ID, WA, WY	PacifiCorp: Rocky Mountain Power (ID and WY) and Pacific Power (WA)	<i>Not stated</i>	776,543	√	√		√	√	Year-round	
	ID	Idaho Falls Power (program information from 2009)	\$36,000	<i>Not stated</i>	√	√		√		Fall 2009	
		Idaho Power Company	<i>Not stated</i>	400,637	√	√	√	√	√	Varies by activity	

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Region	State(s)	Partner Name	Annual Budget	Target Population	Incentives			Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures	SSL			
West	ID, MT, OR, WA	Bonneville Power Administration	\$7.7 million	12 million	√	√	√	√	√	Through September 2011
		Northwest Energy Efficiency Alliance	<i>Not stated</i>	<i>Not stated</i>	√	√		√	√	Varies by member organization
	ID, WA	Avista Utilities	<i>Not stated</i>	<i>Not stated</i>	√			√	√	Year-round
	OR	Columbia River PUD	<i>Not stated</i>	<i>Not stated</i>	√		√	√	√	Varies by activity
		Coos-Curry Electric Cooperative	<i>Not stated</i>	<i>Not stated</i>	√					Through September 2011
		Emerald PUD (program information from 2009)	<i>Not stated</i>	<i>Not stated</i>	√					Varies by activity
		Energy Trust of Oregon	\$1.1 million	1.3 million	√		√	√		Year-round
		Pacific Power	<i>Not stated</i>	<i>Not stated</i>	√	√		√	√	Year-round
	WA	Clallam County PUD No. 1	\$292,000	<i>Not stated</i>	√	√	√	√	√	Year-round
		Modern Electric Water Company	<i>Not stated</i>	<i>Not stated</i>	√					Through September 2010
		Puget Sound Energy	<i>Not stated</i>	1 million	√	√		√	√	Year-round
		Seattle City Light	\$7 million	<i>Not stated</i>	√	√		√		Year-round
		Snohomish County PUD No.1	\$1.4 million	300,000	√	√	√	√	√	Year-round
		Tacoma Power	\$3.6 million-two year budget for 2009-2010	141,000	√	√		√		Varies by activity
		Cowlitz PUD (program information from 2009)	<i>Not stated</i>	<i>Not Stated</i>	√				√	Varies by activity
Southeast	FL	City of Tallahassee Utilities	\$50,000	93,000	√			√		Year-round
		JEA	\$1.5 million	360,000	√	√		√	√	Varies by activity
	GA	Georgia Power	<i>Not stated</i>	2.1 million				√	√	Year-round
	KY	Duke Energy	<i>Not stated</i>	<i>Not stated</i>	√			√	√	Varies by activity
		E.ON U.S. (Louisville Gas & Electric and Kentucky Utilities)	\$3.4 million	900,000	√				√	Year-round
		Kentucky Department for Energy Development and Independence	<i>Not stated</i>	<i>Not stated</i>				√		Year-round
	MS	Mississippi Power	\$20,000	<i>Not stated</i>				√	√	Year-round
	NC	Carteret-Craven Electric Cooperative	\$30,000	50,000	√			√		Year-round
		Central Electric Membership Corporation	\$20,000	19,500	√					<i>Not stated</i>
		Lumbee River Electric Membership Corporation	\$11,415	11,000	√			√	√	Year-round
		South River EMC	<i>Not stated</i>	<i>Not stated</i>	√					<i>Not stated</i>
	NC, SC	Duke Energy	<i>Not stated</i>	<i>Not stated</i>	√			√	√	Year-round
Progress Energy		<i>Not stated</i>	5 million	√			√		Year-round	
SC	South Carolina Energy Office	<i>Not stated</i>	4,561,242				√	√	Year-round	
Southwest	AZ	Arizona Public Service	\$5.6 million	1.1 million	√			√		Year-round
		Tucson Electric Power (TEP)	\$1.5 million	400,000	√			√		Year-round
		Unisource Electric Services (UES)	\$350,000	236,000	√			√		Year-round
		Salt River Project (SRP)	\$2.1 Million	850,000	√			√		Year-round

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Region	State(s)	Partner Name	Annual Budget	Target Population	Incentives			Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures	SSL			
	CO	Black Hills Energy	\$172,640	92,000	√			√	√	July 2010–June 2011
		Colorado Springs Utilities	\$305,000	<i>Not stated</i>	√			√	√	Year-round
		Gunnison County Electric Association	<i>Not stated</i>	<i>Not stated</i>	√				√	<i>Not stated</i>
		Platte River Power Authority	\$300,000	100,000	√					April '10–March '11
		Xcel Energy	\$3.5 million	1.3 million	√			√	√	Varies by activity
	NV	NV Energy	\$5.6million	2.4 million	√	√		√		Year-round
	NM	El Paso Electric	\$45,000	<i>Not stated</i>	√			√		Year-round
		Public Service Co. of New Mexico (PNM)	<i>Not stated</i>	501,000	√	√		√	√	Year-round
		Xcel Energy	\$750,000	80,000	√			√	√	Varies by activity
	TX	CenterPoint	<i>Not stated</i>	1.9 million		√			√	Year-round
		Entergy	\$500,000	25,000	√	√		√	√	Year-round
	UT	Rocky Mountain Power	<i>Not stated</i>	<i>Not stated</i>	√	√		√	√	Jan. 1–March 31 and September 1–December 31, 2010
National		National Energy Education Development (NEED) Project (<i>program information from 2009</i>)	\$300,000	<i>Not stated</i>				√		Year-round

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>City of Palo Alto Utilities Debra Katz 650-329-2474 Debra.katz@cityofpaloalto.org</p> <p>Joyce Kinnear 650-329-2652 Joyce.kinnear@cityofpaloalto.org</p>	<p>Program Goals: To increase market saturation of highly cost-effective CFL flood lamps and support local retailers in carrying a good selection of energy efficient lighting.</p> <p>CFL Incentive: Fifty percent off on the purchase of qualifying ENERGY STAR qualified lamps, up to a maximum of 10 bulbs per customer. Scheduled to be effective September 2010 through 2011, while supplies last.</p> <p>Marketing/Outreach: Promoted through Utilities' direct mail educational brochure with coupon to residential customers. Purchases must be made at specified local retail outlets.</p> <p>Web Site: www.cityofpaloalto.org/utilities</p>
CA	<p>Los Angeles Department of Water & Power (LADWP) Lucia Alvelais 213-367-4939 Lucia.Alvelais@ladwp.com</p>	<p>Program Goals: A CFL manufacturer buy-down program is scheduled to be implemented in the 4th quarter of 2010, giving residential customers an opportunity to purchase CFLs at a reduced price. There is a continued program for distributing CFLs at community events.</p> <p>CFL Incentives: The CFL manufacturer buy-down program will provide incentives to participating lighting vendors resulting in a reduction of the manufacturing cost for specified lighting products, with the expectation that the products will be offered to consumers at a reduced cost.</p> <p>Other Activities: The Commercial Lighting Efficiency Offer (CLEO) offers incentives to commercial customers who retrofit existing lighting systems with qualifying high efficiency lighting products allowing customers to save as much as 25% on their annual lighting cost.</p> <p>Web Site: www.ladwp.com</p>
CA	<p>Modesto Irrigation District Bob Hondeville 209-526-7310 bobho@mid.org</p> <p>Susan Durham 209-526-7303 susand@mid.org</p>	<p>CFL Incentives:</p> <ul style="list-style-type: none"> Residential: \$10 rebate when purchasing CFLs totaling \$20 (or more). Limit 2 rebates per household per year. Separate rebate form required. Only District electric residential customers should apply. All applications must be received within 90 days of purchase date or by 12/15/2010, whichever comes first. Non-Residential: Includes accent/directional lighting, controls, delamping, fixtures, signage, and custom lighting projects. Only District electric non-residential customers should apply. All applications must be received within 90 days of purchase date or by 12/15/2010, whichever comes first. Custom rebates for large non-residential projects outside normal rebate parameters. <p>Marketing/Outreach: Low-Income, school education & community outreach.</p> <p>Web Site: www.mid.org/rebates</p>

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>Pacific Gas and Electric Company (PG&E) Dave Alexander 415-973- 3091 djal@pge.com</p>	<p>Residential Lighting 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 \$0.90 to \$1.90 per qualified CFL based on lumen output, with up to an additional \$1.60 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 2006-2008 programs. <p>Non-Residential Lighting Incentives:</p> <ul style="list-style-type: none"> • Rebates are available for ENERGY STAR qualified LED Recessed, Surface Mount & Pendant Down Light Fixtures. Incentives based on a one-for-one replacement of incandescent or halogen lamps ≥ 40 Watts. Only those ENERGY STAR Commercial LED fixtures with a fixture wattage of less than or equal to 15 Watts qualify. • All LED down light modules or fixtures must be ENERGY STAR qualified and on the Commercial LED Product List. • Rebates available through PG&E's "Energy Efficiency for Your Business Lighting Catalog". Incentive is \$30 per fixture/module paid directly to the customer upon completion of rebate application. <p>Residential 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 the Change the World campaign. Change the World promotion details TBD. <p>Non-Residential Marketing/Outreach:</p> <ul style="list-style-type: none"> • PG&E Web site designed to guide customers through LED lighting with links to LED technical information and buying guides. • New LED Products Fact sheets under development. <p>Web Sites: http://www.pge.com/cfl; www.pge.com/led and http://www.pge.com/includes/docs/pdfs/mybusiness/energysavingsrebates/incentivesbyindustry/lighting_catalog_final.pdf</p>

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>Sacramento Municipal Utility District (SMUD) Debbie Hanner 916-732-5260 dhanner@smud.org</p> <p>Cheri Davis 916-732-5919 cdavis@smud.org</p>	<p>Program Goals: Sell 1,540,000 CFLs and 6,500 fixtures. Save 48 GWh and 5.9 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 to \$3.50 per bulb, depending on type. Requested partner contribution of at least 50 percent of total activity cost. <u>Looking to collaborate with retail and manufacturing partners.</u> Partner solicitation through Request for Proposals. 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 including the Change the World campaign.</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: 3 year program savings goals: 217,169,669 kWh; 36,057 kW; and 4,246,244 Therms.</p> <p>CFL/Fixture Incentives: Buy-down / mark-down incentive of \$0.90 to \$1.90 per CFL based on lumen output, with up to an additional \$1.60 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. Total program period is 2010-2012, but is run on an annual basis.</p> <p>Marketing/Outreach: Buy-down / mark-down participants asked to contribute self-funded promotional activities throughout the year. Program will use Point of Purchase (POP) information and educational materials. Several lighting strategies will be used throughout the year to reach consumers such as outreach and exchange events, customer communications and PR, online marketing and communications via various advertising mediums.</p> <p>Web Site: www.sdge.com/residential/lighting.shtml</p>

Lighting Program Details

CALIFORNIA		
State(s)	Partner Name / Contact	Program Descriptions
CA	<p>Southern California Edison (SCE) Richard Greenburg 626-633-3063 richard.greenburg@sce.com</p> <p>Jacquelyn Tran 626-633-3061 Jacquelyn.Tran@sce.com</p>	<p>Program Goals: Goals for the program include 404.9 million kWh, and 75,939 kW in savings; and engaging 575 participating retailers with over 2,100 store locations.</p> <p>CFL/Fixture Incentives: Buy-down incentive for CFLs, fixtures, LEDs, and early compliance high efficacy incandescent light bulbs. Implementation January 1 through December 31, 2010.</p> <p>Marketing/Outreach: In-store signage and displays, bill inserts, brochures, and web pages.</p> <p>Other Activities: There are seven lamp exchange events scheduled for 2010 (more TBD), in which customers may exchange their incandescent table, desk, and floor lamps, including torchieres, for energy-efficient lamps.</p> <p>Web Site: http://www.sce.com/residential/rebates-savings/lighting/lighting.htm</p>

Lighting Program Details

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
MD	<p>Baltimore Gas and Electric Company (BGE) Deborah Drake 410-470-1101 Deborah.B.Drake@constellation.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 over 2 million bulbs.</p> <p>CFL/Fixture Incentives: Sponsor mark-downs on a SKU by SKU basis, and \$10 off fixtures. <u>Looking to collaborate with retail and manufacturing partners.</u> Year-round implementation. Partner solicitation completed March 1, 2010.</p> <p>Web Site: www.BGESmartEnergy.com</p>
MD	<p>Southern Maryland Electric Cooperative (SMECO) Jeffrey Shaw 240-528-9801 jeff.shaw@smeco.coop</p>	<p>Program Goals: Provide SMECO customers with energy saving tips, education and mark down portion of CFL costs. Through partnerships with area CFL retailers, sell over 300,000 bulbs.</p> <p>CFL/Fixture Incentives: Sponsor mark-downs on a SKU by SKU basis, and \$10 off fixtures. <u>Looking to collaborate with retail and manufacturing partners.</u> Year-round implementation. Partner solicitation completed November 2009 for 2010 programs.</p> <p>Web Site: http://www.smeco.coop/energy/tips/light.html</p>
MD, DC	<p>Pepco Jeffrey Roman 202-872-2142 jgroman@pepcoholdings.com</p>	<p>Program Goals: The program is expected to sell nearly 4 million CFLs to Maryland and District of Columbia residential customers while giving away approximately another 45,000. These CFLs are expected to yield significant annual energy and peak demand reductions and save customers money on their electric energy bills.</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, Walmart, and ACE Hardware stores in Maryland and the District of Columbia as well as additional local retailers.</p> <p>Marketing/Outreach: Various events throughout Maryland and the District of Columbia to educate the public about CFLs, and give away CFLs.</p> <p>Web Site: http://www.pepco.com/energy/conservation/</p>

Lighting Program Details

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
MD, PA	<p>Allegheny Power 1-877-928-8928 www.alleghenypower.com</p>	<p>CFL/Fixture Incentives: Mail-in rebates available for CFLs, T12 to T8, HID to T5, and Occupancy Sensors installed during light fixture retrofits. <u>Will consider collaboration with retail and manufacturing partners.</u> Partner solicitation through RFP. Further details TBD.</p> <p>SSL Incentives: Mail in rebates available for the following products:</p> <ul style="list-style-type: none"> • LED Exit Signs (new installations or retrofits) • LED Traffic Signals <p><u>Will consider collaboration with retail and manufacturing partners.</u> Partner solicitation through RFP. Further details TBD.</p> <p>Marketing/Outreach: Will be conducted by the Maryland Public Service Commission General Awareness Program in Maryland with additional activities provided by Allegheny Power in both states.</p> <p>Web Site: www.alleghenypower.com</p>
PA	<p>PECO Alana Shaw – PECO Smart Lighting Discounts 215-841-5495 Alana.Shaw@exeloncorp.com</p> <p>Nate Gillespie – PECO Smart Home Rebates 215-841-6146 Nathanael.Gillespie@exeloncorp.com</p> <p>Mike O'Leary – PECO Smart Equipment Rebates 215-841-6166 Michael.Oleary@peco-energy.com</p> <p>Lighting Program Hotline: 1-888-5-PECO-SAVE</p>	<p>Program Goals: Over the four program years, the goals of the Smart Lighting Discounts Program include sales of 6.5 million discounted CFLs in retail stores and a limited giveaway of up to 200K CFLs with educational emphasis to achieve over 290,000 MWh savings. The goals of the Smart Home Rebates Program include providing rebates for high efficiency, ENERGY STAR qualified appliances and equipment and instant discounts for LEDs and light fixtures to achieve over 125,000 MWh savings.</p> <p>CFL/Fixture/SSL Incentives: Incentivized products include standard and specialty CFLs (\$1 - \$2 per CFL). Incentives in the amount of \$10 - \$15 are offered per fixture including LED. Retailers and manufacturers were recruited to provide customers widespread access to the program in Big Box, Food / Drug, Dollar and Hardware Stores. Retailer and manufacturers are required to provide sales data and allow program representatives to conduct regular visits to verify pricing and signage.</p> <p>Marketing/Outreach: In order to reach customers throughout the service territory, program representatives hold retailer events each week to provide information about CFLs and recycling while assisting customers with questions. Monthly community events are also conducted to provide information about CFLs and ways to save energy and money.</p> <p>Web Sites: www.peco.com/smartideas; www.pecosmartideas.com/programsandrebates/residential/lightingdiscounts.html; and www.pecosmartideas.com/programsandrebates/residential/homerebates.html</p>

Lighting Program Details

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
PA	<p>**Program Information from 2009** 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 were distributed to the parents of PA middle school students who completed an energy-efficiency lesson plan. School districts were recruited around the time of (or in conjunction with) Change the World marketing. Activity budget of \$10,000. Implementation was planned for the 2008-2009 school year.</p> <p>Web Site: www.depweb.state.pa.us/energy</p>
PA	<p>PPL Electric Utilities David Creason, Ecos 717-364-5757 dcreason@ecosconsulting.com</p> <p>Emilie Moeckel Bolduc, Ecos 503-525-2700 x173 ebolduc@ecosconsulting.com</p> <p>Lighting Program Hotline: 1-888-217-2332</p>	<p>Program Goals: The program's goal for 2010 is to sell approximately 1.3 million CFLs to PPL Electric Utilities' customers and to achieve energy savings of more than 67,000 MWh.</p> <p>CFL Incentives: Buy-down/mark-down for standard twists and specialty CFLs. Preference for retailers with strong presence in PPL's 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 in February 2010 – Partner solicitation completed for 2010.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – starting January 2010. <u>Looking to collaborate with retail and manufacturing partners.</u> • Promotional activities with community partners at various special events, including sports games, fund-raisers, 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 PPL customers. <p>Web Site: http://www.pplelectric.com/e-power/</p>
VA	<p>Virginia Department of Mines, Minerals and Energy (DMME) Barbara Simcoe 804-692-3218 barbara.simcoe@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 the World campaign.</p> <p>Marketing/Outreach: Incorporate messaging into bill stuffers, Web sites, newsletters, and other media. Implement a cooperative advertising campaign in tandem with Virginia's ENERGY STAR Sales Tax Holiday, October 8-11, 2010. Collaborate with major retailers on promotional advertising. Work with the Governor's office to educate state employees about ENERGY STAR and the Change the World campaign. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.dmme.virginia.gov/divisionenergy.shtml</p>

Lighting Program Details

MID-ATLANTIC		
State(s)	Partner Name / Contact	Program Descriptions
WV	<p>West Virginia Division of Energy Kelly A. Bragg 304-558-2234 kelly.a.bragg@wv.gov</p> <p>Bill Willis 304-558-2234 bill.g.willis@wv.gov</p>	<p>Marketing/Outreach: Outreach supporting West Virginia's ENERGY STAR sales tax holiday (September 1 - November 30, 2010) eliminating sales tax on all purchases of ENERGY STAR qualified products \$5,000 or less.</p> <p>Web Site: www.energywv.org</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IA	<p>Cedar Falls Utilities Energy Services Department 319-266-1761 polson@cfunet.net</p>	<p>CFL Incentives: Residential and commercial customers can receive a rebate of 50% of bulb cost, up to \$5 each, for certain types of specialty CFLs. Rebate is limited to 10 bulbs per year for residential customers and 25 bulbs per year for commercial customers.</p> <p>Fixture/SSL Incentives: Residential and commercial customers can receive a \$20 rebate each for purchase of qualifying fluorescent fixtures and ceiling fan light kits using pin-based (not screw-in) bulbs. Limit 6 per customer account per year. Commercial customers can receive rebates on linear fluorescent, LED and high bay fluorescent lighting.</p> <p>Marketing/Outreach: TV and radio ads, news coverage, Web site, customer newsletter, public affairs TV programs, annual Energy Fair consumer education event, and community group presentations.</p> <p>Other Activities: Annual recycling event for CFLs and fluorescent tubes is held at the Energy Fair every September. Custom lighting incentives are available for large industrial and commercial retrofit projects.</p> <p>Web Sites: www.cfu.net/lighting_rebates.php and www.cfu.net/commercial_lighting.pdf</p>
IA	<p>Central Iowa Power Cooperative (CIPCO) Russell Steven russ.steven@cipco.net</p> <p>Claudia Smith claudia.smith@cipco.net</p>	<p>CFL/Fixture/SSL Incentives:</p> <ul style="list-style-type: none"> • Mail-in rebates for ENERGY STAR qualified CFLs and fixtures are available for residential, farm and business participants. • Instant rebates and buy-downs for CFLs at participating retailers for ENERGY STAR qualified CFL purchases during the annual Iowa Change a Light campaign administered by a third party. • Mail-in rebates for ENERGY STAR qualified light fixtures and ENERGY STAR qualified ceiling fans with fan light kits are available. • Mail-in rebates are available for eligible non-residential lighting applications. <p>Advanced Lighting Package Incentives: Rebate available as a bonus in addition to standard incentive for All-Star Home program requirements for ENERGY STAR qualified fixtures, appliances and HVAC.</p> <p>Marketing/Outreach: Communications activities are conducted throughout the year. Demonstration and education throughout the year including member appreciation events, annual member meetings, and community events. Participation in annual Iowa Change a Light campaign.</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IA	<p>Farmers Electric Cooperative Stan Crees 641-743-6146 stan@mail.farmersrec.com</p> <p>Gina Meisenheimer 641-743-6146 gina@mail.farmersrec.com</p>	<p>Program Goals: Goal to have total rebates amount to 1% of total kWh sales for the year.</p> <p>CFL/Fixture/SSL Incentives:</p> <ul style="list-style-type: none"> • Mail-in CFL rebate: \$2/lamp, 9 watt minimum • Mail-in fixture rebate: \$8/fixture • Ceiling/Ventilation Fan rebate: \$15/per fixture with pin-base • Mail-in SSL rebate: \$30/per lamp or fixture • These rebates are for members only. All rebates are listed on Web site. Commercial rebates for CFLs (\$2/lamp, 9 watt minimum) and SSL products (\$30/lamp, 10 watt minimum) can be received by contacting the office. <p>Marketing/Outreach: Newsletter and Web site.</p> <p>Web Site: www.farmersrec.com</p>
IA, IL, SD	<p>MidAmerican Energy John O'Roake 319-341-4415 jtoroake@midamerican.com</p>	<p>Program Goals: Sell over 3 million CFLs over 5 years in Iowa.</p> <p>CFL Incentives: Instant rebates are offered to consumers for ENERGY STAR qualified CFL purchases year round. With the instant reward, the bulbs sell for as little as \$0.99 at participating retail stores across the state. Approximately 400,000 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.</p> <p>Advanced Lighting Package: Builders of ENERGY STAR New Homes in Iowa can receive a bonus rebate of \$300 for homes achieving the ENERGY STAR Advanced Lighting Package.</p> <p>Marketing/Outreach: Partnership with more than 50 other utilities to promote the Change the World campaign.</p> <p>Web Site: www.midamericanenergy.com/ee</p>
IA, IN, MN, ND, SD	<p>Wisconsin Energy Conservation Corporation (WECC) Cindy Schweitzer-Rott 608-249-9322 ext. 335 crott@weccusa.org</p>	<p>CFL Incentives:</p> <ul style="list-style-type: none"> • Offering incentives for both standard and specialty ENERGY STAR CFL programs with a variety of retailers and manufacturing partners. • Mark down and instant rebate. Implementation – Spring & Summer 2010 and also October 2010 – December 2010. Partner solicitation through Request for Proposals. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Other Activities: Give-aways during special promotion with Utility Partners. Seasonal promotions on desk lamps, floor lamps, CFL recycling program, ceiling fans and LED holiday lights.</p> <p>Web Site: www.weccusa.org</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IA, MN	<p>Alliant Energy Lisa Pucelik 319-786-4283 lisapucelik@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 the World campaign. With the instant rebate, CFLs sell for as little as \$0.99 at participating retail stores across the state from October 1 through November 30. Approximately 400,000 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. Fan light kits also qualify for fixture rebates. Maximum of 5 rebates per customer. • Additional non-residential lighting applications are also eligible for rebates. <p>Advanced Lighting Package incentives: ENERGY STAR Homes program requires 5 ENERGY STAR qualified fixtures or appliances. Builders can receive a bonus rebate of \$250 for homes achieving the ENERGY STAR Advanced Lighting Package.</p> <p>Marketing/Outreach: Partnership with more than 50 other utilities to promote the Change the World campaign.</p> <p>Web Site: www.alliantenergy.com/rewards</p>
IL	<p>Ameren Illinois Utilities Karen Warnke 217-535-5028 kwarnke@ameren.com</p> <p>Heidi Merchant 309-677-5081 hmerchant@ameren.com</p>	<p>Program Goals: The goal projected for the 2010-2011 program year is to save 88,175 net MWh.</p> <p>CFL/Fixture Incentive: Offering incentives for both standard and specialty CFLs. Currently offering a mark-down program with retailers including: The Home Depot, Sam's, Ace Hardware, Menards, Lowes, Best Buy, Family Dollar, Meijers, Niemann's Foods, Cub Foods, County Market, True Value, Rural King, and CVS Pharmacy. Also offering rebates through an online store.</p> <p>Marketing Outreach: Currently partner with TCP, GE, Phillips, RTH, Sylvania, Earthmate, Harmony Lightwiz, Meijer, Globe, and Feit on lighting programs. Regularly hold weekly lighting clinics at all participating stores.</p> <p>Other Activity: Offering incentives for ENERGY STAR qualified dehumidifiers, window AC units, and air purifiers. Also offering product recycling.</p> <p>Web Site: www.actonenergy.com</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IL	<p>ComEd Alicia Forrester 630-576-6917 alicia.forrester@comed.com</p>	<p>Program Goals:</p> <ul style="list-style-type: none"> • ENERGY STAR qualified lighting: Sell more than 9 million ENERGY STAR qualified CFLs and more than 90,000 ENERGY STAR qualified fixtures through the retail channel. Achieve savings target of 149,322 MWh of annual energy consumption. Program year is June 1, 2010-May 31, 2011. • Create customer interest in ENERGY STAR qualified CFLs (all styles) and light fixtures. Educate customers about how to reduce their monthly electric bill by using energy-efficient lighting. • Increase customer participation in CFL recycling program through participating retailers. <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant discounts via a markdown program at participating retail locations. Where instant discounts are not feasible, instant coupons are used. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • ENERGY STAR qualified lighting: Direct consumer marketing via bill stuffers/newsletters, co-op advertising (such as circulars and flyers) with participating retailers, point-of-purchase displays at participating retail stores, in-store field rep demonstrations and mass-marketing advertising. • Collect ENERGY STAR pledges via instant coupons and field rep demonstrations at participating retailers. <p>Web Site: www.ComEd.com</p>
IL	<p>Illinois Department of Commerce and Economic Opportunity Carol Kulek 217-785-3412 Carol.kulek@illinois.gov</p> <p>Andrea Reiff 217-785-0164 Andrea.reiff@illinois.gov</p> <p>Tom Coe 217-785-2433 Tom.coe@illinois.gov</p> <p>Maureen Davlin 217-785-2373 Maureen.Davlin@illinois.gov</p>	<p>CFL/Fixture Incentives: Public Sector Electric Efficiency (PSEE) program is offered to public sector entities including local, state and federal government, public schools, community colleges and public universities. Incentives are paid after project completion. ENERGY STAR qualified lighting projects that result in less than a 7-year simple payback are eligible.</p> <p>Advanced Lighting Package Incentives: Offered through the Residential Retrofit program.</p> <p>Marketing/Outreach: Sponsors the Lights for Learning educational fundraiser for Illinois K-12 schools, with schools receiving 50% profit of sales. Implemented by the Midwest Energy Efficiency Alliance (MEEA). The fundraiser also provides a platform for educating students, teachers and the community on energy efficiency. MEEA issues an RFP for a CFL provider.</p> <p>Web Sites: www.illinoisenergy.org; http://www.illinoisbiz.biz/dceo/Bureaus/Energy_Recycling/Education/istep_L4L_program.htm; and http://www.mwalliance.org/program_page.php?page=Lights%20for%20Learning%20Fundraiser</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
IL, IN, MN, MO	<p>Midwest Energy Efficiency Alliance (MEEA) Chad Bulman 312-784-7275 cbulman@mwalliance.org</p>	<p>Program Goals: Maintain a balance between customer education and incentives. Continue to educate consumers on CFL mercury and recycling, and help to develop convenient options for recycling CFLs. Encourage a continued focus on CFL market penetration and developing the market for specialty or high-performing CFLs. Look toward the future of solid-state lighting by disseminating information to members, and integrating market-ready LEDs into existing programs. Make most of funding available through current and future legislation on energy efficiency portfolio standards.</p> <p>CFL Incentives:</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 select LED products. Activity budget of \$525,000. Restricted to school groups. Year-round implementation. <u>Partnerships already established.</u> <p>Marketing/Outreach: Direct marketing to schools and teachers, participation in pertinent events and conferences, multiple contests and press events to recognize sponsors and top-performing schools and students.</p> <p>Web Site: www.mwalliance.org/</p>
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 CFLs in conjunction with public education events. Promote energy-efficient lighting and educate consumers on being wise energy users.</p> <p>Marketing/Outreach: Promote use of CFLs and energy-efficient lighting at home shows, business shows, trade shows, school outreach events, and other local events.</p> <p>Web Site: www.westarenergy.com/efficiency</p>
KS, MO	<p>Kansas City Power & Light (KCP&L) Mike Schifman 816-654-1776 mike.schifman@kcpl.com</p>	<p>Program Goals: For the 2010 Lighting the Future campaign, program goal is to change out 27,284 lights.</p> <p>CFL Incentives: KCP&L Greater Missouri residential customers can visit participating stores in Missouri to receive instant discounts on purchases of CFLs (discounts vary by bulb type). There are several types available to fit the needs of all lamps and light fixtures. Customers may also purchase MaxLite bulbs online from TechniArt. Ecos Consulting is the program administrator.</p> <p>Other KCP&L Program Incentives: Low Income Affordable New Homes program offers up to \$100 incentives for installing ENERGY STAR qualified residential light fixtures in low-income housing.</p> <p>Web Sites: http://www.kcpl.com/residential/changelight.html; www.kcpl.com/business/affordhomes.html; and http://www.kcpl.com/homeperf/</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MI	<p>DTE Energy Denise Allard 313-235-9418 allardd@dteenergy.com</p> <p>Lighting Program Hotline: 866-796-0512</p>	<p>CFL/SSL Incentives: \$1 - \$1.50 buydown/instant incentives available for residential customers. SSL incentives also available for non-residential customers.</p> <p>Other Activities: \$3.50 buydown incentives available for decorative light strings. Product recycling also available.</p> <p>Web Site: www.dteenergy.com</p>
MN	<p>East Grand Forks Water and Light Bonnie Abel 218-773-1163 babel@ci.east-grand-forks.mn.us</p> <p>Dan Boyce 218-773-1163 dboyce@ci.east-grand-forks.mn.us</p>	<p>Program Goal: To offer residential and commercial customers the opportunity to save energy with lighting rebates.</p> <p>CFL/Fixture/SSL Incentives: East Grand Forks Water and Light offers a CFL rebate program providing 50% of the cost of the CFLs up to a total rebate of \$50 over a 5 year period. Also distributes a CFL and an LED night light to every new customer when they sign up for electric service. Rebates for Commercial Lighting Replacement projects provide up to 50% of the cost of the lighting replacement or retrofit project depending on the amount of kWh saved. Also offers a lighting program for Commercial New Construction providing \$7.50 - \$50 rebates per fixture, depending on the type of fixture.</p> <p>Marketing/Outreach: Flyers sent out with utility bills and advertisements in newspapers, radio, and TV.</p> <p>Web Site: www.waterandlight.info</p>
MN	<p>Marshall Municipal Utilities Mark Antony 507-537-7005 marka@marshallutilities.com</p>	<p>Program Goals: 2010 goal is to reach 500 participants through an Open House give-away and rebate program with a savings estimate of 100,000 kWh.</p> <p>CFL/Fixture/SSL Incentives: Residential Lighting Program provides rebates for the purchase of energy-efficient lighting and is based on \$0.20 per watt saved or the purchase price of the bulbs, whichever is less.</p> <p>Other Activities: Offers decorative light string incentives and product recycling.</p> <p>Web Site: www.marshallutilities.com</p>
MN	<p>Minnesota Municipal Power Agency Kim Lillyblad 612-252-6523 kimberley.lillyblad@avantenergy.com</p>	<p>Program Goals: Encourage customers to replace incandescent bulbs in their homes with CFLs.</p> <p>CFL Incentives: Rebate of \$2 per bulb or purchase price, whichever is less. Rebate may not exceed cost of bulb. Max rebate of \$100 per customer.</p> <p>Other Activities: Cities market rebate program via newsletters, newspaper advertisements, website info.</p> <p>Web Site: http://www.mmpa.org/Conservation/We-Save---Home.aspx</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MN	Minnesota Power George Agriesti 218-722-5642 ext. 3167 gagriesti@mnpower.com	<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 fixture installations. <p>Marketing/Outreach: Special promotions tied to Change the World campaign. <u>Looking to collaborate with manufacturer and retailer partners.</u></p> <p>Web Site: www.mnpower.com/foundmoney</p>
MN	North Itasca Electric Cooperative Gerald Loney 218-743-3131 jerry@nieci.com	<p>CFL Incentives: \$2 rebates or 50% of the cost offered for CFLs with receipt of purchase. Rebates available for members.</p> <p>Other Activities: Sell CFLs for \$1 each to members and donate proceeds to area food shelves. Activity budget of \$1,650. Program supported by Great River Energy through its rebate programs. Program advertised in the co-op's Watts newspaper. Year-round implementation.</p> <p>Web Site: www.northitascaelectric.com</p>
MN	Shakopee Public Utilities Tami Petrich 952-233-1531 tpetrich@shakopeeutilities.com	<p>CFL Incentives: \$2 each, maximum 5 per customer.</p> <p>Fixture Incentives: \$15 each, maximum 5 per customer. Light Fixtures must be ENERGY STAR qualified models.</p> <p>Other Activities: Light Fixtures with Integral Motion Sensor (\$5 each, maximum 5 per customer), Motion Sensors (\$5 each).</p> <p>Rebate form must be completed along with UPC codes, ENERGY STAR Labels from each product box, as well as a copy of the sales receipt. Customer must be a SPU customer to qualify. Rebates must be requested by November 30 of the year the energy efficient lighting is purchased.</p> <p>Web Site: www.shakopeeutilities.com</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MN	<p>Southern Minnesota Municipal Power Agency (SMMPA) Sandra Feehan 507-292-6421 sk.feehan@smmpa.org</p> <p><u>Member utilities include:</u> Blooming Prairie Public Utilities Fairmont Public Utilities Grand Marais Public Utilities Lake City Utilities Litchfield Public Utilities Mora Municipal Utilities New Prague Utilities Commission North Branch Municipal Water and Light Preston Public Utilities Princeton Public Utilities Commission Redwood Falls Public Utilities Spring Valley Utilities Saint Peter Municipal Utilities Waseca Utilities Wells Public Utilities</p> <p><u>Triad member utilities include:</u> Austin Utilities Owatonna Public Utilities Rochester Public Utilities</p>	<p>Program Goals: To encourage our members' customers to purchase and install ENERGY STAR qualified lighting products through education, marketing and incentives. To educate customers about the proper disposal of CFLs and to make this convenient by arranging local drop-off sites.</p> <p>CFL Incentives: Year-round mail-in rebates of \$2 per CFL or 50% of CFL cost, whichever is greater (not to exceed cost). Triad member utilities offer year-round mail-in rebates of 50% of CFL cost. Instant rebates/reduced pricing offered from October through November in coordination with Wisconsin Energy Conservation Corporation. Give-aways during special promotions such as Public Power Week, Earth Day events, home shows, and school events.</p> <p>Fixture / Ceiling Fan / LED Incentives: Year-round mail-in rebates of \$15 for the following ENERGY STAR qualified items: Hardwired CFL fixtures; Torchieres; Ceiling fans with lighting; and CFL light kits for ceiling fans. Year-round mail-in rebates of \$20 for ENERGY STAR qualified LED fixtures.</p> <p>Marketing/Outreach: Consumer and retailer education and promotion using point-of-purchase materials, print ads, radio ads, publications and Web site. CFL displays at member utilities and local libraries to show various types of CFLs to consumers. <u>Interested in collaborating with retailers and manufacturers on special promotions.</u></p> <p>Other Activities: Provide free CFLs to qualified low-income consumers. Commercial CFL rebates also available.</p> <p>Web Site: www.SaveEnergyInMyCommunity.com</p>
MN	<p>Xcel Energy Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com</p> <p>Josh Fields 612-330-2863 Joshua.D.Fields@xcelenergy.com</p>	<p>Program Goals: Sell 1,214,380 bulbs and save 68,613,308 kWh in Minnesota.</p> <p>CFL Incentives: Instant rebate. Winter & Fall mark-down promotions. Coordinate in the fall with Change the World campaign.</p> <p>Other Activities: Sell CFLs at discount prices through online catalog. Year-round implementation. See Web site for further details.</p> <p>Web Sites: www.compactoffer.com or http://www.responsiblebynature.com/brightidea</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
MO	<p>AmerenUE Timothy Via 314-206-0252 tvia@ameren.com</p>	<p>Program Goals: For the 2010-2011 program year, sell more than 3 million ENERGY STAR qualified CFLs. Achieve savings of 115,000 net MWh of energy consumption.</p> <p>CFL/Fixture Incentives: Offering incentives for both standard and specialty CFLs through markdowns and coupons. Currently offering a mark-down program with retailers including: The Home Depot, Ace Hardware, Walmart, Sam’s Club, Costco, Schnucks, Dierbergs, and Family Dollar. Offering rebate incentives for hardwired ENERGY STAR qualified fixtures.</p> <p>Marketing/Outreach: Currently partner with TCP, GE, Sylvania, Feit, Greenlite, and Maxlite on lighting programs. Appliance partners to be determined. Point of Purchase (POP) materials placed in all participating stores. Co-op advertising (such as circulars, billboards, flyers) with participating retailers. Regularly hold weekly Lighting Clinics at all participating stores.</p> <p>Customer Education: Create customer interest in ENERGY STAR qualified CFLs, light fixtures and appliances. Program focuses on educating our customers on the benefits, cost savings, proper application and correct color temperature of CFLs. Educational tear-sheets at all participating retail locations. Increase customer participation in CFL recycling program.</p> <p>Other Activities: Offering incentives for ENERGY STAR qualified freezers, dehumidifiers, and window AC units. Also offering CFL recycling.</p> <p>Web Site: www.UEfficiency.com</p>
MO	<p>City Utilities of Springfield, Missouri Cara Shaefer 417-831-8348 Cara.Shaefer@cityutilities.net</p> <p>T.J. Conyers 417-831-8614 TJ.Conyers@cityutilities.net</p>	<p>Marketing/Outreach: Lighting rebate offered for commercial electric customers on retrofitting existing T-12 lamps and magnetic ballasts with T-8 lamps and electronic ballasts, or making high-bay lighting retrofits. The T-12 to T-8 rebate is based on the fixture, and the high-bay rebate is based on kW reduction. Customers may receive up to \$5,000 in rebates per program year, October 1 through September 30, 2010 (while program funds are available).</p> <p>Other Activities: Program requires that lamps and ballasts are recycled through a recycling vendor chosen by the customer.</p> <p>Web Site: www.cuenergywise.com</p>
MO	<p>The Empire District Electric Company Sherry McCormack 417-625-6519 SMcCormack@EmpireDistrict.com</p>	<p>Fixture Incentives: Low Income New Homes program provides incentives up to \$100 for the installation of ENERGY STAR qualified light fixtures.</p> <p>Marketing/Outreach: Mail distribution and promotional/educational events will be implemented for CFLs. Various media utilized to raise awareness of ENERGY STAR and knowledge on CFLs.</p> <p>Web Site: https://www.empiredistrict.com/EnergySolutions/Electric.aspx</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
NE	<p>Nebraska Energy Office Bruce Hauschild 402-471-3351 bruce.hauschild@nebraska.gov</p> <p>Jody Johns 402-471-2867 Jody.johns@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 and entities electing to reduce their total connected wattage of existing lighting by 15% or more by replacing existing lighting with ENERGY STAR qualified CFLs, fixtures, and other energy-efficient light sources & controls. Since the inception of the program, 179 eligible lighting projects totaling more than \$1.2 million have been financed under the program through participating Nebraska lenders.</p> <p>Web Site: www.neo.ne.gov</p>
OH	<p>American Electric Power (AEP) Ohio Jon Williams (330) 438-7742 jfwilliams@aep.com</p> <p>Lighting Program Hotline: 800-277-2177</p>	<p>Program Goals: To provide incentives and marketing support through retailers to build market share and usage of ENERGY STAR qualified CFLs. 2011 goal of distributing 3.3 million CFLs.</p> <p>CFL Incentives: Instant retail incentives for AEP Ohio customers for a variety of CFL bulb sizes and types, with an average incentive of approximately \$1.05 per bulb. Customers may also purchase CFLs and hard-wired fixtures from the SMART lighting on-line store at www.gridsmartohio.com. AEP Ohio supports retailers and CFL manufacturers with incentives, in-store signage, sales associate training, and in-store product demonstrations and promotions.</p> <p>Marketing/Outreach: In-store promotions with retailers. Reaching customers on-line, with bill stuffers, and in stores with CFL demonstrations. Promote energy efficient lighting at home shows, trade shows, civic groups, senior citizen and low-income groups.</p> <p>Other Activities: AEP Ohio supports CFL recycling at various retail outlets and through the on-line store. Also offers instant rebates for decorative light strings.</p> <p>Web Site: www.gridsmartohio.com</p>
OH	<p>Dayton Power & Light (DP&L) Kara McMillen, DP&L Residential Program Manager 937-331-4766 Kara.McMillen@DPLINC.com</p> <p>Monica Blakeslee, Ecos 503-525-2700 ext. 116 mblakeslee@ecosconsulting.com</p> <p>Glen Whitehead, Ecos 503-525-2700 ext. 169 gwhitehead@ecosconsulting.com</p>	<p>Program Goals: Sell approximately 1 million CFLs to DP&L customers and achieve energy savings of more than 50 million kWh in 2010.</p> <p>CFL Incentives: DP&L offers customers instant discounts on CFLs at participating retailers like The Home Depot, Walmart and Meijer. No coupon is needed. Go to www.dpandl.com/save for more information, including the full list of participating stores.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – <u>Looking to collaborate with retail and manufacturing partners.</u> • Promotional activities with community partners at various special events, including festivals, sporting events, parades, 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 DP&L customers. <p>Web Site: www.dpandl.com</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
OH	<p>Duke Energy Lari Granger 704-382-7525 Lari.Granger@duke-energy.com</p>	<p>Program Goals: To accelerate and increase the adoption and purchase of high efficiency ENERGY STAR qualified CFLs by Duke Energy customers through the use of incentives and educational material.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Retail coupons that allow Duke Energy customers “free” CFLs by redeeming at participating stores. • Offer Business Reply Card (BRC), which allows Duke Energy customers to participate in Energy Savings CFL programs. The Energy Savings CFL kit will be mailed directly to the customer’s home. • Provide CFLs to Property Managers for installation into permanent fixtures in multi-family facilities. The incentive will encourage and promote Duke Energy customers to adopt energy efficient improvements. • Offer IVR & WEB channels, which allow qualifying Duke Energy customers to request CFLs to be shipped directly to the customer’s home. <p>Marketing & Outreach:</p> <ul style="list-style-type: none"> • Reaching customers through direct mail, on-line “opt-in” and coupon incentive offers. Additional educational messages delivered through radio, social media and at local home shows. • Neighborhood Canvassing and Community Event opportunities to distribute CFLs to customers and provide Energy Saving program information. <p>Other Activities: Low income CFL program, K-12 Education CFL program, commercial CFL rebates.</p> <p>Web Site: www.duke-energy.com</p>
WI	<p>Barron Electric Cooperative Cheryl Forehand 715-537-3171 cforehand@barronelectric.com</p> <p>Tara Jossart 715-537-3171 tjossart@barronelectric.com</p>	<p>CFL Incentives: Offering rebate of \$1 per CFL. Rebates are credited to member’s electric bill.</p> <p>Other Activities: LED decorative light string rebate offered for \$2 per string.</p> <p>Web Site: www.barronelectric.com</p>
WI	<p>Vernon Electric Cooperative Dave Maxwell 608-634-7475 dmaxwell@vernonelectric.org</p>	<p>CFL/Fixture/SSL Incentives: Rebate of \$1 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. See Web site for other CFL rebates available. Rebates offered for energy-efficient fixtures including a \$5 rebate per ENERGY STAR qualified fixture. Rebate of \$2 per LED bulb or fixture available. LED security lighting rebate offered for \$15 per fixture.</p> <p>Marketing/Outreach: CFL give-aways during community functions. Sign up individuals to pledge to the Change the World campaign. Co-op newsletters, monthly co-op magazine, radio, and co-op web site.</p> <p>Web Site: www.vernonelectric.org</p>

Lighting Program Details

MIDWEST		
State(s)	Partner Name / Contact	Program Descriptions
WI	Wisconsin Focus on Energy Linda Mae Schmidt, WECC 414-647-0667 LindaS@weccusa.org	<p>Program Goals: Sell 1.8 million CFLs, 38,000 hardwired pin based light fixtures, and 260,000 LED holiday light strings in Wisconsin.</p> <p>CFL Incentives: Mail-in rebate of \$2. Solicitation through partnership letter.</p> <p>Fixture and LED Incentives:</p> <ul style="list-style-type: none"> • Mail-in rebates of \$30 for select ENERGY STAR qualified LED fixtures. Limit 12 per customer, incentive will be offered through 2010. <p>Web Site: www.focusonenergy.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
CT	Connecticut Light and Power Stephen Ritson, Applied Proactive Technologies 413-731-6546 stephenr@appliedproactive.com	<p>Program Goals: Sell over 2.5 million CFLs and 35,000 fixtures statewide. Achieve 69 million kWh of annual savings and 436 million kWh of lifetime energy savings. Regulatory decisions are delayed and may result in goal modifications.</p> <p>CFL/Fixture Incentives: Mark-downs through the Negotiated Cooperative Promotions (NCP) process. Proposals accepted on an ongoing basis. Instant rebates of \$1.50 per CFL package and \$10 per fixture package. Products must be ENERGY STAR qualified. Will consider proposals for SSL technologies. Year-round implementation. RFP process completed in March 2010. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: NCP marketing (see Northeast ENERGY STAR Lighting Initiative); in-store promotions and special lighting events. Mass marketing throughout the state via print and radio.</p> <p>Other Activities: CFL and lighting fixture sales through online catalog at SmartLivingCatalog.com.</p> <p>Web Site: http://www.CTEnergyInfo.com/</p>
CT	United Illuminating Company Stephen Ritson, Applied Proactive Technologies 413-731-6546 stephenr@appliedproactive.com	<p>Program Goals: Sell over 2.5 million CFLs and 35,000 fixtures statewide. Achieve 69 million kWh of annual savings and 436 million kWh of lifetime energy savings. Regulatory decisions are delayed and may result in goal modifications.</p> <p>CFL/Fixture Incentives: Mark-downs through the Negotiated Cooperative Promotions (NCP) process. Proposals accepted on an ongoing basis. Instant rebates of \$1.50 per CFL package and \$10 per fixture package. Products must be ENERGY STAR qualified. Will consider proposals for SSL technologies. Year-round implementation. RFP process completed in March 2010. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: NCP marketing (see Northeast ENERGY STAR Lighting Initiative); in-store promotions and special lighting events. Mass marketing throughout the state via print and radio.</p> <p>Other Activities: CFL and lighting fixture sales through online catalog at SmartLivingCatalog.com.</p> <p>Web Sites: http://www.CTEnergyInfo.com/ and www.uinet.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
CT, MA, ME, NH, NJ, NY, RI, VT	Northeast ENERGY STAR Lighting Initiative Linda Malik, Northeast Energy Efficiency Partnerships (NEEP) 781-860-9177 ext. 115 lmalik@NEEP.org	<p>Program Goals: Coordinate autonomously operating efficiency programs in the Northeast to increase energy savings from ENERGY STAR qualified lighting by increasing regional market share. Increase consumer and retail awareness and understanding of the benefits of ENERGY STAR qualified lighting. Update existing and secure new ENERGY STAR specifications to increase savings opportunities in lighting product quality and performance.</p> <p>CFL/Fixture Incentives: A mixture and variety of upstream and midstream negotiated cooperative promotions, coupons and mail-in rebates. These represent various incentive levels, promotion dates and other details as determined by each autonomously operating efficiency program. Products must be ENERGY STAR qualified. Coordinate with seasonal ENERGY STAR promotions when possible. Individual sponsoring programs collaborate with retail and manufacturing partners.</p> <p>SSL Incentives: Sponsoring efficiency programs are exploring qualified Solid State Lighting (SSL) and custom incentives are generally available on a limited, case-by-case basis.</p> <p>Marketing/Outreach: In general, sponsoring efficiency programs offer cooperative marketing.</p> <p>Web Sites: www.neep.org and individual program Web sites.</p>
MA	Belmont Municipal Light Department Kristina Frizzell 617-993-2808 kfrizzell@town.belmont.ma.us	<p>Marketing/Outreach: Belmont Municipal Light Department is giving away CFLs (typically 20W-23W) equivalent to a 60W-100W output. Customers have to come by the Belmont Municipal office for the CFLs.</p> <p>Web Site: www.town.belmont.ma.us/electric</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MA	<p>Cape Light Compact Margaret Song 508-375-6843 msong@capelightcompact.com</p> <p>Heather Vail, Lockheed Martin 508-460-3416 heather.j.vail@lmco.com</p>	<p>Program Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. • Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. • Year-round implementation. Further details TBD. • ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail. • Plans for 2011: Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions. <p>Marketing/Outreach: Some cooperative marketing efforts are coordinated through NCP negotiations.</p> <p>Web Sites: www.masssave.com and www.capelightcompact.org</p>
MA	<p>National Grid Massachusetts Heather Vail, Lockheed Martin 508-460-3416 heather.j.vail@lmco.com</p>	<p>Program Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. • Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. • Year-round implementation. Further details TBD. • ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail. • Plans for 2011: Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions. <p>Marketing/Outreach: Some cooperative marketing efforts are coordinated through NCP negotiations.</p> <p>Web Site: www.masssave.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MA	<p>NSTAR Electric Heather Vail, Lockheed Martin 508-460-3416 heather.j.vail@lmco.com</p>	<p>Program Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> ENERGY STAR qualified specialty CFLs are included in retail markdown / buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD. ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail. Plans for 2011: Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions. <p>Marketing/Outreach: Some cooperative marketing efforts are coordinated through NCP negotiations.</p> <p>Other Activities: Working on behalf of the Massachusetts Sponsors (Sponsors), The Cadmus Group, Inc. (Cadmus) is seeking to understand consumer choices involving energy-efficient specialty CFLs and TV sets. Cadmus is planning to carry out a choice-based conjoint survey to gather information on consumers' energy-efficient purchasing decisions. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient CFLs and TV sets.</p> <p>Web Site: www.masssave.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MA	<p>UNITIL Heather Vail, Lockheed Martin 508-460-3416 heather.j.vail@lmco.com</p>	<p>Program Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. • Year-round implementation. Further details TBD. • ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail. • Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. • Plans for 2011: Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions. <p>Marketing/Outreach: Mailings and rebate announcements.</p> <p>Other Activities: Working on behalf of the Massachusetts Sponsors (Sponsors), The Cadmus Group, Inc. (Cadmus) is seeking to understand consumer choices involving energy-efficient Specialty CFLs and TV sets. Cadmus is planning to carry out a choice-based conjoint survey to gather information on consumers' energy-efficient purchasing decisions. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient CFLs and TV sets.</p> <p>Web Site: www.masssave.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MA	<p>Western Massachusetts Electric Company Heather Vail, Lockheed Martin 508-460-3416 heather.j.vail@lmco.com</p>	<p>Program Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.</p> <p>CFL/Fixture Incentives: ENERGY STAR qualified Specialty CFLs are included in retail markdown/buy down programs, POP “instant” rebates and through our Internet/Catalog sales component. Standard CFLs are also being promoted on a limited basis in targeted “hard to reach” markets through retail and non-retail promotions.</p> <p>POP rebates are offered to retailers who do not have the ability to partner in an “upstream” cooperative with a manufacturer or supplier.</p> <p>For “upstream” and non-retail channels, partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to proposals that incorporate a comprehensive marketing component, products that are considered “low mercury” and products that have performed well during third party testing, such as PEARL. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list.</p> <p>The Internet/Catalog sales channel is facilitated by a vendor solicited for that purpose, and offers lighting products that have the same characteristics to consumers who prefer to utilize a “mail-order” system.</p> <ul style="list-style-type: none"> • Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. • Year-round implementation. Further details TBD. • ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail. <p>Marketing/Outreach: Some cooperative marketing efforts are coordinated through NCP negotiations.</p> <p>Other Activities: Massachusetts sponsors are conducting at least two evaluations in 2010 related to CFLs. First, working on behalf of the Massachusetts Sponsors (Sponsors), The Cadmus Group, Inc. (Cadmus) is seeking to understand consumer choices involving energy-efficient specialty CFLs and TV sets. Cadmus is planning to carry out a choice-based conjoint survey to gather information on consumers’ energy-efficient purchasing decisions. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient CFLs and TV sets. Second, evaluators will be conducting a study to determine overall program effects on the CFL market in Massachusetts.</p> <p>Exploring various program redesigns to enhance savings that are being challenged by ever decreasing “net-to-gross” ratios, with the goal to have a new program in place for 2011. Reaching out to other programs, nationally and regionally to discuss mutual concerns to find a solution.</p> <p>Web Site: www.masssave.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
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 Incentives: The 2010 Fiscal Program will be a markdown-down established with a participating store and/or manufacturers of CFLs. The Program will promote ENERGY STAR qualified products and their advantages, and it will also offer an incentive on all CFLs sold in the State.</p> <p>Other Activities: Offers CFL recycling.</p> <p>Web Site: www.energymaine.com</p>
NH	<p>New Hampshire Saves Program Nick Plouffe 877-366-3749 nickp@appliedproactive.com</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: The combined lifetime savings goal for 2010 is 90,964,469 kWh and the total product goal is 370,382 units. These goals combine the individual goals for all four utilities (PSNH, UNITIL, New Hampshire Co-op, and National Grid) participating in the New Hampshire Saves Program.</p> <p>CFL Incentives: Instant coupon incentive levels are \$1 per single pack, \$4 for multi-packs containing 4 or more CFLs, \$6 for multi-packs containing 6 to 9 CFLs, and \$10 for multi-packs containing 10 or more CFLs. There are more than 130 retail store locations participating in New Hampshire. The group also offers a \$2 instant rebate through the New Hampshire Saves Lighting Catalog, which can be accessed online. They implement the program year-round.</p> <p>Fixture Incentives: New Hampshire offers a mail-in rebate incentive of \$10 per fixture. There are more than 90 retail store locations participating in New Hampshire. The group also offers a \$10 instant rebate through the New Hampshire Saves lighting catalog, which can be accessed online. They implement the program year-round.</p> <p>Marketing/Outreach: Consumer education information offered through bill inserts, in store point of purchase materials, corporate energy fairs, and the New Hampshire Saves lighting catalog. Cooperative advertising funds are available for retail partners. They must use both ENERGY STAR and utility logos.</p> <p>Web Site: www.nhsaves.com</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NJ	<p>New Jersey Clean Energy Program Pedro Cabrera, Honeywell 973-890-9500 pedro.j.cabrera@honeywell.com</p>	<p>CFL/Fixture Incentives: Mark-down incentives. The 2010 NJ Change a Light mark-down promotion provides incentives that Trade Ally Partners can use to reduce the retail price of eligible ENERGY STAR qualified lighting products during the promotion period. Trade Ally Partners have flexibility in how they apply these incentives. Year-round implementation. RFP response period was closed on December 2, 2009.</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 2010 NJ Change a Light campaign will include more focused and intense versions of year-round lighting promotions, plus promotion of the national Change the World campaign and pledge.</p> <p>Other Activities: Offers product recycling consumer awareness.</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 1.25 million CFLs (800,000 Bare Spirals and 450,000 specialty bulbs) and 15,000 fixtures. Save 92,959 MWh in total energy consumption and 8.72 MW in peak demand for the Efficient Products Program.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Instant rebates of \$2 for ENERGY STAR qualified Specialty CFL packages (including globes, A-lamps, three-way, and dimmable bulbs), \$2 for cold cathode packages, and \$2.50 for ENERGY STAR qualified reflector lamp packages. Year-round implementation. Promoted through coupons placed in LIPA retail partner stores and upstream incentives. Partner solicitation through field staff outreach and notification letters. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates of \$0.50 per ENERGY STAR qualified bare spiral CFL, available March 1 - May 31, 2010, and September 1 - November 31, 2010, only. Promoted primarily through LIPA retail partner stores and upstream incentives. 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 and drug stores and new retail partners. Year-round implementation through an Invitation to Participate (ITP) process. <u>Looking to collaborate with retail and manufacturing partners.</u> • Bulk purchase mail-in rebate program for builders/contractors that install eligible ENERGY STAR qualified 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. • Markdowns and rebates available for SSL Fixtures. <p>Marketing/Outreach: Retailer cooperative advertising opportunities to promote 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/efficiency</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>Kerry Hogan 518-862-1090 ext. 3509 kph@nyserda.org</p>	<p>Program Goals: Increase the awareness and education, market share, and product line of ENERGY STAR qualified CFLs, fixtures and SSL technologies. Retailers and manufacturers who sign a partnership agreement are eligible for cooperative funding, free point-of-purchase materials, free in-store sales staff training, and the opportunity to collaborate with other NYSERDA programs in the single family, multifamily, and low-income markets.</p> <p>CFL/Fixture/SSL Incentives: Continued support for all ENERGY STAR qualified lighting. The program is open enrollment to all retailers and manufacturers that meet the eligibility requirements set forth in the program's partnership agreements. Any interested retailers and manufacturers need to complete a partnership agreement to enroll in the Program and become eligible for co-operative incentives. There is special focus on CFLs due to the EEPS CFL Expansion Program. The program has \$3.3 million to spend on buy-downs and mark-downs to help achieve the overall program goal of 16.9 million CFLs. Retail and manufacturer collaboration is the backbone of the program. <u>The program hopes to partner with as many retailers and manufacturers as possible as long as the partnership has a direct benefit to New York State.</u> 2011 funding will begin January 1, 2011 and will end December 31, 2011. Funding waves run one calendar year for all partner types.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Cooperative advertising and promotions for CFLs and fixtures. Partners can utilize cooperative funding for buy-downs, educational displays, training, advertising, or anything within reason that will effectively educate New Yorkers on energy-efficient lighting. <p>Web Site: www.getenergysmart.org</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
RI	<p>National Grid Rhode Island Becky Webster, Applied Proactive Technologies 413-787-1939 beckyw@appliedproactive.com</p>	<p>Program Goals: The specific unit goals and target demographics are still pending effective March 2010.</p> <p>CF/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 that include product recycling. • ENERGY STAR qualified CFLs. • Replacement (LED) lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. • Solid State Lighting products (SSL) fixtures provided they qualify under the ENERGY STAR latest specification and considered on a case-by-case basis. • ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. • Instant rebates. \$2 per CFL (limit 12 bulbs). \$15 per indoor ENERGY STAR qualified fixture (limit of 6 fixtures per residential account per year). \$10 per outdoor fixture (limit of 6 fixtures per residential account per year). 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. 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.powerofaction.com and www.myenergystar.com</p>
RI	<p>Pascoag Utility District Harle Round 401-568-6222 hround@pud-ri.org</p>	<p>CFL/Fixture Incentives: Incentives available for 50% of CFL or fixture cost up to \$50. CFL incentives for commercial customers are also available. Year-round implementation.</p> <p>Other Activities: CFL recycling available.</p> <p>Web Site: www.pud-ri.org</p>

Lighting Program Details

NORTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
VT	<p>Efficiency Vermont Michael Russom 888-921-5990 ext. 1099 mrussom@veic.org</p> <p>Mariana Du Brul 888-921-5990 ext. 1198 mdubrul@veic.org</p>	<p>Program Goals: Purchase and installation of 650,000 lighting products, including CFLs, ENERGY STAR qualified fixtures and LEDs by Vermont electric customers resulting in approximately 40,000 MWh in energy savings.</p> <p>CFL/Fixture/LED Incentives:</p> <ul style="list-style-type: none"> • Mark-downs and buy-downs through the Negotiated Cooperative Promotions (NCP) process; promotions throughout the year. Activity budget of \$1,000,000 in incentives and \$500,000 in marketing outreach funding. Increased focus on specialty bulbs in 2010. In-state NCP RFP process for Vermont retailers and partners in regional RFP process through Northeast ENERGY STAR Lighting Initiative. <u>Looking to collaborate with retail and manufacturing partners.</u> • Instant rebates - Coupons at retail. Year-round implementation. Activity budget of \$500,000. Partner solicitation through field staff outreach. <u>Looking to collaborate with retail and manufacturing partners.</u> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Community Energy Initiatives and Targeted Efficient Products Campaigns (TEPC), working with local citizen groups to promote CFLs and other efficient products in local retailers. Partner solicitation through field staff outreach. <u>Looking to collaborate with local retail partners.</u> • Continuation of Statewide “New Bulb in Town” CFL media campaign with a CFL micro Web site, advertisements on television and in the large daily newspapers. • Cooperative marketing efforts with local retailers. <u>Looking to collaborate with local retail partners.</u> <p>Other Activities:</p> <ul style="list-style-type: none"> • Recycling partners program with retailers. • Targeting customers in specific geographic areas with transmission network constraints through a combination of NCP mark-downs/buy-downs, recruiting new local independent retailers, and marketing/outreach efforts through local newspapers and other media. <p>Web Sites: www.encyvermont.com and www.newbulbintown.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
ID, WA, WY	<p>PacifiCorp: Rocky Mountain Power (ID and WY) and Pacific Power (WA) Juan Carlos Blacker, Portland Energy Conservation, Inc. 503-961-6129 jcblacker1@peci.org</p>	<p>Program Goals: Achieve energy savings by encouraging residential consumers to purchase and install high-quality energy-efficient compact fluorescent lighting.</p> <p>CFL Incentives: Mark-down and buy-down for CFLs. <u>Looking to collaborate with retail and manufacturing partners.</u> Making standard and specialty ENERGY STAR qualified CFLs available. Year-round implementation. Specific incentive levels and program restrictions vary per program territories.</p> <p>Fixture Incentives: Mail-in rebates for ENERGY STAR qualified fixtures. Year-round implementation.</p> <p>Marketing/Outreach: Radio and print ad campaigns. Actively seeking to expand to increase retail locations across service territories.</p> <p>Other: Offers mail in rebates for ENERGY STAR ceiling fans.</p> <p>Web Sites: http://www.homeenergysavings.net/idaho/lighting.html; http://www.homeenergysavings.net/wyoming/lighting.html; http://www.homeenergysavings.net/washington/lighting.html</p>
ID	<p>**Program Information from 2009** Idaho Falls Power Van Ashton 208-612-8443 vashton@ifpower.org</p>	<p>Program Goals: Expect about 15,000 bulb give-aways based on past years.</p> <p>CFL/Fixture Incentives: CFL give-aways at community events. Incentives for fixtures through Bonneville Power Administration program.</p> <p>Marketing/Outreach: Consumer education campaign. Participate in regional Change the World campaign promotions.</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>Ryan Hartnett 208-388-5396 rhartnett@idahopower.com</p>	<p>Program Goals: Save 15,000,000 kWh through CFL program.</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • Residential Customers: Partner in regional and independent lighting promotions to buy down or mark down the price of ENERGY STAR qualified CFLs at retailers. Incentives also available for ENERGY STAR qualified fixtures and ceiling fans with light kits or ceiling fan light kits. Up to \$15 per fixture; and up to \$20 per fan with light kit. • Commercial Customers: Incentives to retrofit facilities with CFLs or other energy-efficient lighting (T5s, LEDs, etc.). <p>Marketing/Outreach: Educate residential customers on the benefits of ENERGY STAR qualified lighting through bill inserts, newsletters, web content and in-store promotions.</p> <p>Other Activities: Per bulb incentive for incandescent holiday lights recycled and replaced by LEDs. Applies to commercial customers only.</p> <p>Web Sites: www.idahopower.com/changealight; www.idahopower.com/easyupgrades; and www.idahopower.com/homeproducts</p>
ID, MT, OR, WA	<p>Bonneville Power Administration (BPA) Megan McCabe 503-808-9003 mmccabe@fluidms.com</p> <p>Sarah F. Moore 503-230-4157 sfmoore@bpa.gov</p> <p>Lighting Program Hotline: 888-553-SIMPLE</p>	<p>Program Goals: Achieve energy savings by encouraging residential consumers to purchase and install high-quality energy-efficient compact fluorescent lighting and energy saving showerheads for all applications through retail and builder channels. Specifically, achieve unit sales of 8.8 million specialty lamps including reflectors, globes, 3-ways, candelabras and torpedoes in the Northwest. 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: Instant rebates are available for general purpose CFLs (\$0.50) and specialty CFLs (\$2) and residential light fixtures (\$8 per unit), and incentives are pending for solid-state lighting. In addition, direct mail, online offers, bulk purchase and direct install incentives are available for qualifying CFLs. Program is scheduled to run through September 2011.</p> <p>Other Activities: Offers incentives for energy saving showerheads and will identify new technologies such as SSL and dimmable CFLs for future incorporation.</p> <p>Web Site: www.SimpleStepsNW.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
ID, MT, OR, WA	<p>Northwest Energy Efficiency Alliance (NEEA) Stephanie Fleming 503-827-8416 ext. 245 SFleming@nwalliance.org</p>	<p>Program Goals: Since the late 1990s, NEEA has worked with the region to increase CFL sales by overcoming market barriers like product quality, price and availability. NEEA continues to monitor, track and report on regional CFL product availability, pricing and market share for the region. In 2010, NEEA also will be conducting a study to identify trends, barriers and consumer behavior relating to CFLs. NEEA also continues to ensure that the most efficient lighting is installed in new residential homes through its Northwest ENERGY STAR Homes initiative.</p> <p>CFL/Fixture Incentives: Some of NEEA's utility partners continue to offer CFL/Fixture Incentives which represent various incentive levels, promotion dates and other details as determined by each autonomously operating efficiency program.</p> <p>Marketing/Outreach: The region has recognized that increased regional collaboration is an essential ingredient to meet its energy efficiency goals. In 2010, it will help the region share knowledge and best practices and avoid duplication of effort. NEEA will also facilitate regional working groups and topical interest groups to address regional energy efficiency needs identified by stakeholders, such as the Northwest Research Group and the Lighting Interest Group.</p> <p>Web Site: http://nwalliance.org and individual program Web sites.</p>
ID, WA	<p>Avista Utilities Camille Martin 509-495-4276 Camille.martin@avistacorp.com</p> <p>Leona Doege 509-495-4289 Leona.doege@avistacorp.com</p>	<p>CFL Incentives:</p> <ul style="list-style-type: none"> • CFL Distribution Program: Distribute CFLs at events, organizations & businesses. • From July 2007 to November 2008, participated in the Northwest Energy Efficiency Alliance's CFL "Savings with a Twist" buy-down Program. Avista participated in the BPA/PECI "Specialty CFL" buy-down program between January 2008 and March 2009. Participating in Simple Steps Smart Savings Promotion starting April 2010. • "Dollars for Change" program offers 10 selected schools in Avista's service territory CFLs for fundraising purposes. Children are taught by Wattson, Avista's Energy Mascot, about saving energy at school and in their homes. • Commercial Incentives: Prescriptive lighting incentive program and site-specific lighting incentives (includes SSL incentives). <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Participate in approximately 30 community outreach events annually. • Participate in retail energy-efficient lighting promotions. <p>Other Activities: CFL Recycling Program offers 46 sites set-up with recycling bins (18 customer drop-off sites and 28 Avista employee drop-off sites). CFL give-aways at community events.</p> <p>Web Sites: www.everylittlebit.com and www.avistautilities.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
OR	Columbia River PUD Tim Lammers 503-397-8155 tlammers@crpud.org	<p>CFL Incentives: Participates in BPA's "Simple Steps, Smart Savings" retail buy-down program. Also participates in BPA's commercial and industrial incentive lighting program where CFLs are sometimes used.</p> <p>Other Activities: May participate in a Direct Install program. Has participated in recent community CFL give-away events. Educates customers on savings, applications, and disposal through newsletters and other means.</p> <p>Web Site: www.crpud.net</p>
OR	Coos-Curry Electric Cooperative Megan Walters 541-332-6112 mwalters@cooscurryelectric.com	<p>CFL Incentives: Operates a residential CFL rebate program. Rebate of \$2.50 per CFL for residential installations, more than 5 watts, screw-in or pin based, that is certified as ENERGY STAR through September 30, 2011.</p> <p>Web Site: www.ccec.coop</p>
OR	**Program Information from 2009** Emerald PUD Joe Savage 541-744-7448 joe@epud.org	<p>CFL Incentives: Operates a CFL direct mail program to residential customers. Participates in regional 2008-2009 Change a Light Twist Promotion.</p> <p>Web Site: www.epud.org</p>
OR	Energy Trust of Oregon Kendall Youngblood 503-445-7622 Kendall.youngblood@energytrust.org Julie Van Dyne, Portland Energy Conservation Inc. 503-595-4440 jvandyne@peci.org Lighting Program Hotline: 877-283-0698, option 2	<p>Program Goals: Distribute 570,882 specialty CFLs through retailer incentives; distribute 9,051 CFLs through fundraisers; distribute 550 LED decorative light strands; foster market transformation of the purchase of ENERGY STAR qualified lighting; continue to increase ENERGY STAR brand awareness; promote consumer education on the associated benefits; and increase retail training opportunities.</p> <p>CFL/SSL Incentives: CFL retailer buy-down: and instant rebates of \$2 - \$4 as part of fundraiser. Decorative light string instant rebates of \$3.50 - \$4. Total activity budget of \$1.1 million. 2010 implementation.</p> <p>Marketing/Outreach: CFL fundraiser program for schools, congregations, and non-profit organizations. Goal of 9,051 CFLs sold. Year-round implementation.</p> <p>Web Sites: www.energytrust.org/clcw and www.energytrust.org/cfl</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
OR	<p>Pacific Power 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.</p> <p>CFL Incentives: Mark-down and buy-down for CFLs. <u>Looking to collaborate with retail and manufacturing partners.</u> Making standard and specialty ENERGY STAR qualified CFLs available. Year-round implementation. Specific incentive levels and program restrictions vary.</p> <p>Fixture Incentives: Mail-in rebates for ENERGY STAR qualified fixtures. Year-round implementation.</p> <p>Marketing/Outreach: Radio and print ad campaigns. Actively seeking to expand retail locations across service territories.</p> <p>Other: Offers mail in rebates for ENERGY STAR qualified ceiling fans.</p> <p>Web Site: http://www.homeenergysavings.net/california/lighting.html</p>
WA	<p>Clallam County PUD No. 1 O. Mattias Järvegren 360.565.3263 mattiasj@clallampud.net</p>	<p>Program Goals: Distribute a minimum of 100,000 ENERGY STAR qualified CFLs and 300 light fixtures to our rate payers.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Mark-down of up to \$4 per ENERGY STAR qualified CFL, available at participating retail locations through the Change a Light program. Year-round implementation. • Direct shipment of 5 ENERGY STAR CFLs to each of their residential rate payers. • Give-away of four, free ENERGY STAR qualified CFLs at community events scheduled through March 2010. Goal of distributing 1,200 lamps. <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Rebate of \$20 per ENERGY STAR qualified hardwired light fixture. Activity budget of \$6,000. Year-round implementation. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Participate in the regional Change a Light program. • Write articles, advertising copy or other materials for inclusion in utility news, community and regional print media. • Consumer messaging through print advertising, radio, planned events and/or educational work. • Develop marketing materials for participating retail locations. <p>Web Site: http://www.clallampud.net/</p>
WA	<p>Modern Electric Water Company Terri Richey 509 755-9003 trichey@mewco.com</p>	<p>CFL Incentives: Rebates available for the price of the CFL up to \$2 (excluding tax – limit 6 per home). Residential and commercial customers are eligible.</p> <p>Web Site: www.mewco.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
WA	<p>Puget Sound Energy (PSE) Laura Wilson, Retail 425-456-2462 laura.wilson@pse.com</p> <p>Megan Doyle, New Construction 425-456-2339 megan.doyle@pse.com</p>	<p>RESIDENTIAL RETAIL</p> <p>Program Goals: Rebate and promote consumer purchase of 3.5 million ENERGY STAR qualified CFL bulbs and 112,000 indoor, decorative residential fixtures in 2010 through retail stores</p> <p>CFL/Fixture Incentives:</p> <ul style="list-style-type: none"> • CFL mark-down and buy-down instant rebate program models at participating retailers. Rebate amount varies, up to \$3 per CFL bulb. Year-round implementation. <u>Always looking for opportunities to collaborate on special promotions/marketing/events with retailers and manufacturers.</u> • Fixture mark-down and buy-down instant rebate program models at participating retailers and lighting showrooms. Rebate amount varies, up to \$12 per fixture. Year-round implementation. <p>Marketing/Outreach: Consumer education is planned to promote efficient lighting and awareness of and customer participation of energy saving programs, services, and rebates PSE offers through participating retail stores.</p> <ul style="list-style-type: none"> • POP signage (displays, endcaps, and specialized co-branded materials). • Store employee trainings and certifications. • Tabling event promotions with retail stores as opportunities arise. • Bill inserts, EnergyWise newsletter, print ad, radio, online, community events tabling, and outreach to ethnic communities. • Co-marketing and promotional opportunities with retail stores. • Seasonal marketing promotions. <p>Other Activities: Offers CFL bulb recycling services and locations.</p> <p>SINGLE FAMILY NEW CONSTRUCTION</p> <p>Program Goals: Incentives at the point of purchase for 100,000 ENERGY STAR qualified CFL bulbs and 45,000 ENERGY STAR qualified indoor fixtures in 2010 through showrooms and distributors. Forty (40) Advanced Lighting Package (ALP) model homes and 400 ALP home bonuses.</p> <p>CFL/Fixture Incentives: Point of sale incentive model at participating showrooms and distributors. Incentive amounts are \$3 per CFL bulb, and \$20 per indoor fixture. Year-round implementation.</p> <p>Advanced Lighting Package Incentives: PSE offers additional incentives for builders installing the ENERGY STAR ALP into their new construction homes. \$1,000 per model home that displays an ALP for no less than 60 days and \$100 per new construction home that installs an ALP.</p> <p>Marketing/Outreach: Showroom, distributor, contractor, and builder training to promote efficient lighting and awareness of energy saving programs, services, and incentives PSE offers through participating showrooms and distributors.</p> <ul style="list-style-type: none"> • In addition to marketing/outreach listed above, PSE provides lighting and sales training, signage, and SPIFs. <p>Web Site: www.PSE.com</p>

Lighting Program Details

NORTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
WA	<p>Seattle City Light Christine Bunch 206-386-1824 christine.bunch@seattle.gov</p>	<p>Program Goals: Sell 800,000 ENERGY STAR qualified CFLs via retail mark-downs at participating Twist & Save retailers. Retrofit 675 small business and 2,200 multifamily building units (in-unit + common areas) with efficient lighting. Install efficient lighting in 2,600 new construction multifamily units. Install CFLs in up to 20,000 Seattle homes.</p> <p>CFL Incentives: Instant discounts of up to \$4 per lamp at participating retailers. Year-round implementation. CFL give-aways at community, neighborhood and environmental events. Activity budget of \$1.7 million.</p> <p>Direct Install: Free installation of compact fluorescent bulbs in up to 20,000 single-family Seattle homes, targeting non-English speaking, low-income and senior communities. Activity budget of \$1.2 million.</p> <p>Fixture Incentives: Rebates for small business lighting retrofits, multifamily common area + in-unit lighting retrofits and multifamily new construction lighting. Year-round implementation. Activity budget of \$4,173,000.</p> <p>Marketing/Outreach: In-store events at participating Twist & Save retailers. Print ads, utility bill stuffers, and point-of-purchase signage.</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 425-783-1714 kiwatier@snopud.com</p>	<p>Program Goals: Save 6,925,133 kWh through the CFL retailer program and CFL give away (1st year annual savings). Save 6,981,333 kWh through the BPA regional program (Change a Light/ Simple Steps – Smart Savings). Save 760,000 kWh through the residential light fixture program.</p> <p>CFL/SSL Incentives: Buy-down of \$1 to \$4 per ENERGY STAR qualified CFL. Year-round implementation. All types of ENERGY STAR qualified CFLs are eligible. Currently working with about 45 retailers and 6 manufacturers. Use a Partnership Agreement. Retailers must stock at least 3 types of ENERGY STAR qualified CFLs and store must be in utility service territory. Manufacturers must offer at least 5 different ENERGY STAR models. CFL recycling available. Incentives also available for commercial customers: \$3 - \$6 per CFL, and \$12 per SSL unit.</p> <p>Fixture Incentives: Instant rebate of \$20 per ENERGY STAR qualified fixture. Available at lighting showrooms. Year-round implementation. Working with several lighting showrooms through a regional program.</p> <p>Advanced Lighting Package Incentives: Offers \$10 per fixture, with a maximum \$150 incentive per home for builders who install the Advanced Lighting Package in their new construction of single family homes. Rebate available upon verification. Year-round implementation.</p> <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 million ENERGY STAR qualified CFLs and 50,000 light fixtures through the following markets: residential new construction, remodel / Do-It-Yourself, vendors, builders, and consumers. (Goals and budgets are for 2009 and 2010.)</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Mark-down of up to \$4 per ENERGY STAR qualified CFL, available at participating retail locations. Activity budget of \$2.1 million. Year-round implementation. • Currently being planned: offer Tacoma Power customers a free ENERGY STAR qualified CFL at community events, presentations, and workshops. Goal of distributing 40,000 bulbs through 2010. <p>Fixture Incentives:</p> <ul style="list-style-type: none"> • Rebate up to \$20 with a \$3 sales person incentive for ENERGY STAR qualified hardwired light fixtures at participating lighting showrooms and electrical distributors. Activity budget of \$1.5 million. Year-round implementation. Partner solicitation by memorandum of understanding. <p>Advanced Lighting Package Incentives: 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> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Partner with other utilities in developing marketing material themes that mutually support the Puget Sound Regional Lighting Program. • Coordinate with national ENERGY STAR Change the World 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 Regional Lighting Program for inclusion in utility news, community and regional print media. • 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: http://www.mytpu.org/</p>
WA	<p>**Program Information from 2009** Cowlitz PUD Jim Wellcome 360-577-7505 jwellcome@cowlitzpud.org</p>	<p>CFL Incentives: Participate in regional 2008-2009 Change a Light Specialty Bulb Promotions, which is a buy-down/mark-down program. CFL give-aways at community events.</p> <p>Other Activities: CFL distribution to low-income customers who receive food from local non-profit food banks.</p> <p>Web Site: www.cowlitzpud.org</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
FL	City of Tallahassee Utilities Micheal Ohlsen 850-891-6876 Michael.ohlsen@talgov.com	<p>Program Goals: Distribute up to 80,000 CFLs to residential customers through buy-down and give-away programs.</p> <p>CFL Incentives: Promotional events at local retailers (e.g., Sam's Club). Give-aways and buy-downs are being offered.</p> <p>Market Outreach: Distribution of CFLs at public events and during home energy audits.</p> <p>Web Site: www.talgov.com/you/eplus.cfm</p>
FL	JEA Payson Tilden 904-665-6187 tildpj@jea.com	<p>Program Goals: Reduce energy demand by 9.1 MW. Reduce the cost of CFLs to \$1 per bulb during promotional period. Change the World pledge goal of 18,000 changed lights.</p> <p>CFL/Fixture Incentives: Buy-downs and rebate coupons for CFLs. Implementation from October 2009 – September 2010. Currently working with over 220 retail stores. JEA has added rebate incentives for ENERGY STAR qualified light fixtures as well. Sale of CFLs will cross the one million mark by April 2010.</p> <p>Marketing/Outreach: Working through a DSM Neighborhood Energy Efficiency program on a free distribution of up to six CFLs per home (and certain other electric and water conservation products) to over 1,700 low-income households, with an expected 800 additional customers in 2010; approximately 10,400 CFLs installed to date.</p> <p>Other Activities: Implementation of CFL disposal program with more than 60 Green Partner retailers participating across the service area. More than 1,000 used CFLs appropriately recycled to date. Also offers incentives for ENERGY STAR qualified Room AC units, refrigerators, clothes washers, and dish washers. Over 550 appliance rebates distributed to date.</p> <p>Web Site: www.jea.com/green</p>
GA	Cobb EMC Nurdan Cornelius 678-355-3560 nurdan.cornelius@cobbenergy.com	<p>Program Goals: Distribute 5,000 CFLs to members in 2010.</p> <p>Marketing/Outreach: Distributing CFLs to members during community events and/or Annual Meeting.</p> <p>Web Site: http://www.cobbemc.com/index.shtml</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 qualified lighting products. Increase consumer awareness and market demand for ENERGY STAR qualified lighting through diverse promotional customer campaigns, 100,000 CFL give-away and pledge drive, educational and community outreach, retailer/manufacture 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 qualified 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 qualified 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 qualified lighting benefits. • Support the Change the World, Start with ENERGY STAR campaign. <p>Web Site: www.georgiapower.com/energystar/home.asp</p>
KY	<p>Duke Energy Lari Granger 704-382-7525 Lari.Granger@duke-energy.com</p>	<p>Program Goals: To accelerate the adoption and purchase of high efficiency ENERGY STAR qualified CFLs by Duke Energy customers through the use of educational materials and incentives.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Retail coupons with incentives, which allow the customer to purchase CFLs for around \$1. <p>Marketing & Outreach:</p> <ul style="list-style-type: none"> • Earth Day Events and 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>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
KY	<p>E.ON U.S. (Louisville Gas & Electric and Kentucky Utilities) Shirley Campbell 502-627-2574 Shirley.Campbell@eon-us.com</p> <p>Brian Peers 502-627-2963 Brian.Peers@eon-us.com</p>	<p>Program Goals: Over a 7 year period from 2008 to 2014 deliver 5.8 million CFLs to customers using lowest cost channels. Average annual energy savings are targeted to be approximately 50,000 MWh.</p> <p>CFL Incentives: E.ON U.S. lighting strategy is to give customers options when making the switch to ENERGY STAR Lighting. Two distinct programs are in operation:</p> <ul style="list-style-type: none"> • Direct delivery program: Twice a year customers are mailed a card promoting ENERGY STAR lighting and CFLs. When they return a tear off post card the customer is sent a 4 pack of CFLs. The wattages vary with each campaign. • Coupons: Two campaigns are run each year with different manufactures or retailers. The first campaign in 2010 has been a partnership GE and Walmart supplying two coupons to get discounts off CFL multipacks. Typical subsidy per CFL is \$1 to \$1.50. Partners for future campaigns have yet to be announced. <p>Other Activities: All customers who participate in the new online audit tool found in the customer self serve area of the Web site are mailed a 4 pack of CFLs.</p> <p>Web Site: http://www.eon-us.com/ee/</p>
KY	<p>Kentucky Department for Energy Development and Independence Lee Colten 502-564-7192 ext. 447 Lee.colten@ky.gov</p> <p>Greg Guess 502-564-7192 Greg.Guess@ky.gov</p>	<p>Marketing/Outreach: Approximately 15% of state employee's time is spent on marketing of ENERGY STAR qualified lighting and products and overseeing program grant administration for outreach and marketing contracts:</p> <ul style="list-style-type: none"> • Funds Cooperative Extension Agent - circuit rider for fairs, and energy events around the state. Agent develops and maintains exhibit materials on energy efficiency, energy-efficient lighting all over the state and services booth at all events. Program provided large-space exhibit at the last State Fair with an audience of about 450,000. Additionally, attended 15 events with total participation/attendance of 40,720. • Funds the Green Bank of Kentucky to promote energy efficiency in state buildings through competition for low interest loans to reduce operating costs, energy use, protect the environment, save taxpayer dollars, promote economic development, and create new "green collar" jobs by means of education, engineering analyses and building improvements. Energy loans, including secondary loans, may be used for construction, upgrades or retrofits that are intended to result in reduced energy usage and costs. <p>Web Sites: http://www.energy.ky.gov/dre3/efficiency/changetheworld.htm and http://finance.ky.gov/greenbank/</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
MS	<p>Mississippi Power Frank Magee 228-547-0737 famagee@southernco.com</p>	<p>Program Goals: Reduce greenhouse gas emissions by 1,500,000 lbs annually through CFL distribution and Change the World pledges. Distribute up to 6,000 CFLs 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 the World campaign.</p> <p>Other Activities: Give out CFLs and educational materials and gather Change the World pledges through various events including: Weatherization Programs, Earth Day Events, Home & Garden Shows, trade/consumer shows, community events, neighborhood blitzes, employee meetings, customer-requested energy audits, Homebuilder's Associations, our EarthCents New Home Program, and HVAC Dealer Meetings.</p> <p>Web Site: www.mississippipower.com</p>
NC	<p>Carteret-Craven Electric Cooperative (CCEC) Lisa Galizia 252-727-2238 lifat@ccemc.com</p> <p>Gary Zajac 252-727-2231 garyz@ccemc.com</p>	<p>Program Goals: Continue to provide ENERGY STAR qualified CFL information and distribute CFLs to cooperative members across our service territory. Goals also include educating the public on the benefits and savings of CFLs over traditional lighting.</p> <p>CFL Incentives: CCEC is giving CFLs to schools to sell at a suggested \$2 per CFL. Various school organizations, such as athletics and band boosters, PTOs, clubs, and others, have the opportunity to earn more than \$100,000 collectively from the CFL sales. CCEC gave away 5 CFLs to each registered member at the Annual Meeting of the Membership in May 2010. We also provide CFLs to residential members who request an energy audit, and we sell CFLs in every office.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Member newsletter. • Public presentations and school presentations. • Internal CFL promotions at Annual Meetings. • Content on CFL options and the use of a meter comparator to educate the public about the value of installing CFLs. <p>Web Sites: http://www.carteretcravenelectric.coop/ and www.togetherwesave.com</p>
NC	<p>Central Electric Membership Corporation Nancy Gust 919-774-4900 gustn@cemcpower.com</p> <p>Janet Trevino 919-774-4900 trevinoj@cemcpower.com</p>	<p>CFL Incentives: Offering members a \$0.50 rebate for every CFL they purchase up to 30 bulbs per year. Members are required to provide receipts, full names and account numbers and complete mailing addresses. Receipt must be dated within three months of the date of the submission. Also offering give-aways to new members or members moving.</p> <p>Web Site: www.centralelectriconline.com</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NC	<p>Lumbee River Electric Membership Corporation Misha Melvin 910-843-4131 misha.melvin@lumbeeriver.com</p>	<p>Program Goals: Promote energy efficiency programs to members. Increase member awareness and education on the benefits of CFLs. Save 608 MWh per year through CFL program.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • 13-watt ENERGY STAR qualified CFLs available for \$1.25 each. • 26-watt ENERGY STAR qualified CFLs available for \$1.85 each. <p>Year Round Implementation.</p> <ul style="list-style-type: none"> • CFL give-aways at scheduled community outreach events. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Employee Communication. • Planned Community Events. • Newsletters, bill inserts, phone messages, and Web site information. • Promotions for CFL Recycling Program. <p>Web Site: www.lumbeeriver.com</p>
NC	<p>South River Electric Membership Corporation Catherine O'Dell 910-230-2982 codell@sremc.com</p>	<p>CFL Incentives:</p> <ul style="list-style-type: none"> • \$1 mail-in rebate on the purchase of ENERGY STAR qualified CFLs. • CFL recycling at the South River EMC Office. <p>Web Site: www.sremc.com</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
NC, SC	<p>Duke Energy Lari Granger 704-382-7525 Lari.Granger@duke-energy.com</p>	<p>Program Goals: To accelerate and increase the adoption and purchase of high efficiency ENERGY STAR qualified CFLs by Duke Energy customers through the use of incentives and educational material.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Retail coupons that allow Duke Energy customers “free” CFLs by redeeming at participating stores. • Offer BRC (Business Reply Card), which allows Duke Energy customers to participate in Energy Savings CFL programs. The Energy Savings CFL kit will be mailed directly to the customer’s home. • Provide CFLs to Property Managers for installation into permanent fixtures in multi-family facilities. The incentive will encourage and promote Duke Energy customers to adopt energy efficient improvements. • Offer IVR & WEB channels which allow qualifying Duke Energy customers to request CFLs to be shipped directly to the customer’s home. <p>Marketing & Outreach:</p> <ul style="list-style-type: none"> • Reaching customers through direct mail, on-line “opt-in” and coupon incentive offers. Additional educational messages delivered through radio, social media and at local home shows. • Neighborhood Canvassing and Community Event opportunities to distribute CFLs to customers and provide Energy Saving program information. <p>Other Activities: Low income CFL program, K-12 Education CFL program, commercial CFL rebates.</p> <p>Web Site: www.duke-energy.com</p>
NC, SC	<p>Progress Energy Amy Sadler 919-546-2610 Amy.Sadler@pgnmail.com</p>	<p>Program Goals: CFL Twist and Save Program, offering special pricing on ENERGY STAR qualified CFLs through a Progress Web site, is helping Progress with their commitment to acquire an additional 1,000 MW of new demand-side management and energy-efficiency resources within the next 10 years. By the end of 2011, the company’s Residential Lighting Program aims to promote the sale of over 5 million CFLs.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Progress Energy has worked with major retailers to negotiate special savings on a wide variety of CFLs that are discounted in the store. • The discounts will save consumers an average of \$1.50 per CFL bulb. • No coupons are required. • Customers identify the CFLs by the Progress Energy special pricing sticker. <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Planned Community Events at major retailers. <p>Web Site: www.savethewatts.com</p>

Lighting Program Details

SOUTHEAST		
State(s)	Partner Name / Contact	Program Descriptions
SC	<p>South Carolina Energy Office Trish Jerman 803-737-8025 tjerman@energy.sc.gov</p>	<p>Program Goals: Educate public about ENERGY STAR qualified products, assist state agencies to meet mandated conservation goals.</p> <p>Marketing/Outreach: Encourage participation in the Change the World campaign and similar efforts throughout the year. Developed CFL consumer education brochure and include CFLs and other efficient lighting options as a part of standard conservation messaging. Year-round implementation.</p> <p>Other Activities: State law requires state agencies to replace incandescent lighting with CFLs when the incandescent lighting burns out (with some exceptions).</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 3.1 million CFLs to APS customers and achieve energy savings of more than 1 billion kWh in 2010.</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 October 2009; partner solicitation completed for 2010.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – starting January 2010. <u>Looking to collaborate with retail and manufacturing partners.</u> • Promotional activities with community partners at various special events, including film festivals, fund-raisers, 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>
AZ	<p>Tucson Electric Power (TEP) Monica Blakeslee, Ecos 503-525-2700 ext. 116 mblakeslee@ecosconsulting.com</p> <p>Glen Whitehead, Ecos 503-525-2700 ext. 169 gwhitehead@ecosconsulting.com</p>	<p>Program Goals: Sell approximately 1.2 million CFLs to TEP customers and achieve energy savings of more than 62 million kWh in 2010.</p> <p>CFL Incentives: Buy-down / mark-down. Preference for 60 watt-equivalent and specialty CFLs. Preference for retailers with strong presence in TEP 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 October 2009; partner solicitation completed for 2010.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – starting January 2010. <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 the World, 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 for TEP customers. <p>Web Site: www.tep.com</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
AZ	<p>Unisource Electric Services (UES) Monica Blakeslee, Ecos 503-525-2700 ext. 116 mblakeslee@ecosconsulting.com</p> <p>Glen Whitehead, Ecos 503-525-2700 ext. 169 gwhitehead@ecosconsulting.com</p>	<p>Program Goals: Sell approximately 206,000 CFLs to UES customers and achieve energy savings of more than 11 million kWh in 2010.</p> <p>CFL Incentives: Buy-down / mark-down. Preference for 60 watt-equivalent and specialty CFLs. Preference for retailers with strong presence in UES 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 October 2009–partner solicitation completed for 2010.</p> <p>Marketing/Outreach:</p> <ul style="list-style-type: none"> • Promotional events at retail store locations – starting January 2010. <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 the World, 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 UES customers. <p>Web Site: www.uesaz.com</p>
AZ	<p>Salt River Project (SRP) Mark Gagen 602-236-2691 mark.gagen@srpnet.com</p>	<p>Program Goals: Sell approximately 1.6 million CFLs to SRP customers with net energy savings of 41,350 MWh.</p> <p>CFL Incentives: Buy-down/mark-down of a wide variety of CFLs from standard twists to specialty lamps. Preference for big-box retailers with strong presence in SRP service territory. Program year runs from May 1, 2010 to April 30, 2011. Markdowns range from \$0.50 to \$2 per lamp.</p> <p>Marketing Outreach:</p> <ul style="list-style-type: none"> • Educational and promotional events at participating retailers, local festivals, sporting events, fund raisers and community activities. • Media marketing. • CFL Recycling at participating retailers. <p>Web Site: www.savewithsrp.com</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
CO	<p>Black Hills Energy Matt Daunis 785-832-3932 Matt.daunis@blackhillscorp.com</p> <p>Pat Rice 785-832-3933 Pat.rice@blackhillscorp.com</p> <p>Lighting Program Hotline: 888-567-0799</p>	<p>Program Goals: Black Hills Energy anticipates achieving savings of 3,346,052 MWh the first year with its residential High Efficiency Lighting program.</p> <p>CFL Incentives: Point of Purchase rebates on CFL's at participating retailers. Residential customers may purchase up to ten CFLs of different wattage sizes and different configurations. Rebates vary depending upon the type of CFL and its associated retail cost. Rebates are limited to ten per household per year.</p> <p>Marketing/Outreach: Promotional events at participating retail store locations throughout the year. Bill inserts, billboards, direct mail, point-of-purchase, and other advertising throughout the year.</p> <p>Web Site: www.BHEHowto.com</p>
CO	<p>Colorado Springs Utilities (CSU) Mark D. James 719-668-8017 mjames@csu.org</p>	<p>Program Goals: Sell 250,000 CFLs and LED Holiday Lights that will save approximately 1,910 kW and 9,824,000 kWh in the City of Colorado Springs.</p> <p>CFL Incentives: Colorado Springs Utilities Business CFL Promotional Program is an upstream mark-down program. CSU partners with small local lighting retailers and large big-box retailers to provide point-of-sale mark-downs on ENERGY STAR qualified CFLs and ENERGY STAR qualified LED Holiday Lighting. CSU also partners with local military installations to provide coupon incentives at Army & Air Force Exchange Service (AAFES) retail stores.</p> <p>Marketing/Outreach: CSU maintains a field presence in all small and big-box lighting retailers' stores. The local field representation conducts in-store training for sales staff, educates customers on the benefits of CFLs, promotes CFLs at local events, and conducts in-store promotions of CFLs and LED Holiday Lighting.</p> <p>Other Activities: CSU also offers several other energy and water efficiency rebates to help its customers save electricity, natural gas, and water.</p> <p>Web Site: www.csu.org</p>
CO	<p>Platte River Power Authority (PRPA) Adam Perry 970-229-5356 perrya@prpa.org</p>	<p>Program Goals: Sell 100,000 CFLs and save about 1,400 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 specialty CFL (incentives for specialty CFLs only). <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.prpa.org</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
CO	Gunnison County Electric Association (GCEA) Vicki Spencer 970-641-7359 vspencer@gcea.coop	<p>Program Goals: <i>Not stated.</i></p> <p>CFL Incentives: 40, 60, 75 and 100 watt equivalents available for purchase for \$1.</p> <p>DLS Incentives: Less than 50 lights per string - \$1 credit to GCEA account; String of 50 lights or more - \$2 credit to GCEA account.</p> <p>Web Site: www.gcea.coop</p>
CO	Xcel Energy Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com Josh Fields 612-330-2863 Joshua.d.fields@xcelenergy.com	<p>Program Goals: Sell 1,200,000 bulbs and save 55,485,357 kWh in Colorado.</p> <p>CFL Incentives: Mark-down promotions in the Winter and Fall. Coordinate with the Change the World Campaign.</p> <p>Other Activities: Sell CFLs at discount prices through online catalog. Year-round implementation. See Web site for further details.</p> <p>Web Site: www.responsiblebynature.com</p>
NV	NV Energy Adam Grant 702-402-2183 agrants@nvenergy.com Ian Guerry 804-338-7013 iguerry@ecosconsulting.com Lighting Program Hotline: 866-368-1451	<p>Program Goals: Distribute more than 3 million CFLs through a combination of retailer promotions, direct to customer through outreach and direct install programs.</p> <p>CFL/Fixture Incentives: Upstream buy-down program targeting various wattages, styles, and types of light. Incentives include \$1 - \$2 per CFL, and \$10 - \$15 per fixture. Specialty bulbs are in increasingly in demand by customers so the program strives to proactively adapt to these needs. Year-round implementation. Partner solicitation by RFP. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: Continue outreach activities with hard to reach market segments, new home builders, schools, and casinos, along with Hispanic outreach activities. NV Energy also partners with local non-profits.</p> <p>Other Activities: Product recycling available.</p> <p>Web Site: http://www.nvenergy.com/saveenergy/home/rebates/lighting.cfm</p>
NM	EI Paso Electric Billy Massie 575-523-3570 Bmassie2@epelectric.com	<p>Program Goals: Give away approximately 30,000 CFLs through the Community Action Agency.</p> <p>CFL Incentives: CFL give-aways will be implemented through the Community Action Agency.</p> <p>Marketing/Outreach: Marketing and outreach will be done through the Community Action Agency.</p> <p>Web Site: http://www.epelectric.com/</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
NM	<p>Public Service Company of New Mexico (PNM) Emma van Moorsel 505-241-4425 emma.vanmoorsel@pnm.com</p> <p>Christopher Narowski, Applied Proactive Technologies 866-496-1324 christopher.narowski@appliedproactive.com</p>	<p>Program Goals: Sell at least 900,000 CFLs to PNM residential customers during the 2010 program year.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Markdown program. Year-round implementation. Partner solicitation through RFP; letters to previously established contacts. <u>Request for Proposals issued in October 2009, partner solicitation completed for 2010.</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; point-of-purchase materials; in-store demonstrations; retail staff training; billboard advertising in Albuquerque; monthly bill enclosure to customers; and distribution of residential energy efficiency program brochure.</p> <p>Other Activities: Sales of discounted CFLs through online retail store. Planning an LED holiday light promotion during Q4 2010.</p> <p>Web Site: www.pnm.com/cfl</p>
NM	<p>Xcel Energy Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com</p> <p>Josh Fields 612-330-2863 Joshua.d.fields@xcelenergy.com</p>	<p>Program Goals: Sell 150,000 bulbs and save 8,439,541 kWh in New Mexico.</p> <p>CFL Incentives: Mark-down promotions in Winter and Fall.</p> <p>Other Activities: Sell CFLs at discount prices through online catalog. Year-round implementation. See Web site for further details.</p> <p>Web Site: www.responsiblebynature.com</p>
TX	<p>CenterPoint Energy Cheryl Bowman 713-207-5631 cheryl.bowman@centerpointenergy.com</p>	<p>Advanced Lighting Package Incentives: CenterPoint offers an incentive of up to \$100 for builders who install the Advanced Lighting Package in their new homes.</p> <p>Other Activities: Featured the Advanced Lighting Package at local builder association product expo. Trade show features a comparison between a pin-based fixture and a regular fixture with a Kill-a-watt device measuring the difference in consumption.</p> <p>Web Site: www.houstonenergystar.com</p>

Lighting Program Details

SOUTHWEST		
State(s)	Partner Name / Contact	Program Descriptions
TX	<p>Entergy Tracey Brodeur 281-297-5528 tbrodeu@entergy.com</p>	<p>CFL Incentives: Buy-down of the cost of high quality CFLs in partner stores. Mainly available to residential customers.</p> <p>Advanced Lighting Package Incentives: Entergy offers incentives for builders in Texas who install the Advanced Lighting Package in their new homes. Rebate amount is still being determined.</p> <p>Marketing/Outreach: CFL promotions in local stores. Tied to the Change the World campaign: give away a CFL in return for Change the World pledges from customers and employees to change out at least one bulb during the campaign timeframe. Usually limited to 20,000 CFLs.</p> <p>Other Activities: The Texas territory is also participating in a small recycling effort in certain partner stores. The Mississippi territory is also giving away CFLs as part of its weatherization program.</p> <p>Web Site: www.entergy.com</p>
UT	<p>Rocky Mountain Power 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.</p> <p>CFL Incentives: Mark-down and buy-down for CFLs. <u>Looking to collaborate with retail and manufacturing partners.</u> Making standard and specialty ENERGY STAR qualified CFLs available. Specific incentive levels and program restrictions vary per program territories. Program running September 1, 2010 - December 31, 2010.</p> <p>Fixture Incentives: Mail-in rebates for ENERGY STAR qualified fixtures.</p> <p>Marketing/Outreach: Radio and print ad campaigns. Actively seeking to expand to increase retail locations across service territories.</p> <p>Other: Offers mail in rebates for ENERGY STAR qualified ceiling fans.</p> <p>Web Site: http://www.homeenergysavings.net/utah/lighting.html</p>

Lighting Program Details

NATIONWIDE		
State(s)	Partner Name / Contact	Program Descriptions
National	<p>**Program Information from 2009** National Energy Education Development (NEED) Project Mary Spruill 800-875-5029 mspruill@need.org</p>	<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 2009 Change the World campaign as a Pledge Driver and educational partner. Provide CFLs in partnership with sponsors and partners, and include ENERGY STAR program resources in all of NEED's energy efficiency and conservation efforts. Create and distribute a 45-page teacher guide with campaign information. Provide mini-grants for Change the World campaign activities.</p> <p>Web Site: www.need.org</p>