

Sierra Pacific/Nevada Power 2007 ENERGY STAR® Lighting and Appliance Program

COMMUNITY OUTREACH EVENTS

a. Educating Through Change Outs

The Nevada Power and Sierra Pacific Power Conservation Departments are committed to educating the public on ENERGY STAR and other conservation measures by collaborating with non-profit organizations, retailers and community-based organizations. From the big lights of Las Vegas casinos to the smallest, most desolate towns of the rural Nevada desert, our team has literally taken the message of energy savings through ENERGY STAR products to the urban center and far reaches of the Silver State. Through these partnerships, the utilities have had a significant impact on educating the customer base. We have also collaborated with non-profit and State funded programs to perform light bulb retrofits as part of the ENERGY STAR education process. These projects include:

The Ronald McDonald House (RMH) Lighting Retrofit



The RMH is a non-profit organization that provides a "home away from home" for families of seriously ill children receiving treatment at nearby hospitals. In this venue, we met with the director and her staff and explained to them the benefits (cost savings through energy use reduction, long life) of using ENERGY STAR lighting. In addition to doing a complete bulb change-out of the property, we donated bulbs to all the staff for their personal use and further educated them on the features and benefits of using energy efficient lighting products.

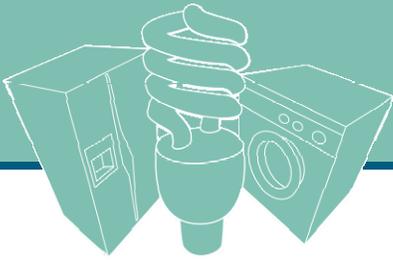
*Ronald McDonald himself
changed out bulbs*

U.S. Vets Lighting Retrofit

U.S. Vets provides housing, counseling, job assistance, and HOPE to thousands of homeless veterans each year. In this venue we spoke with the acting Director and staff, and educated them on the benefits of ENERGY STAR lighting and provided a complete bulb change out of their entire facility. In the same, the media was contacted and televised the actual bulb replacement event and conducted interviews with the facility's director and community leaders. In Reno, the collaboration with U.S. vets continued with a complete lighting change-out of the Veteran's Guest House, a non-profit organization dedicated to housing the families of veterans receiving treatment at the nearby Veteran's Hospital. Again, the media covered the event and television newscasts, as well as articles in



*Greg Kern from Nevada Power
receives a certificate of
appreciation from the U.S. Vets*



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local newspapers, espoused the benefits of ENERGY STAR lighting. The utilities not only benefited from the positive PR, but were also able to help these worthy organizations reduce operational costs.

Housing and Urban Development (HUD) – Vera Johnson Lighting Retrofit

This Las Vegas HUD property was very happy when we approached them with our proposed project. In this project, we trained their residents on the benefits of ENERGY STAR qualified products and performed a complete light bulb change out of their entire facility. Additional light bulbs were donated to the working staff at HUD with explanations on the benefits of using ENERGY STAR lighting, so they could start replacing any remaining incandescent bulbs with ENERGY STAR qualified CFLs. A similar event in Reno included the change out of more than 100 HUD residences. Additionally, our teams changed out the lighting in 40 apartments managed by Step-Two, a non-profit transitional housing facility for women involved in drug and alcohol abuse recovery.

Rural Nevada CFL Giveaways and Gerlach "Change a Town"

Through an ambitious effort to "enlighten" an entire community about the benefits of ENERGY STAR lighting, the SPPC team changed out the entire town of Gerlach, Nevada. Located at the entrance to the Black Rock desert, this town of 200 people received enough ENERGY STAR light bulbs to change every home in the community. As an extension of the rural outreach, we worked with community leaders in Winnemucca to provide giveaway CFLs for local, non-profit community events.

b. Targeted Customer Outreach

The Home Depot Hispanic Outreach Events



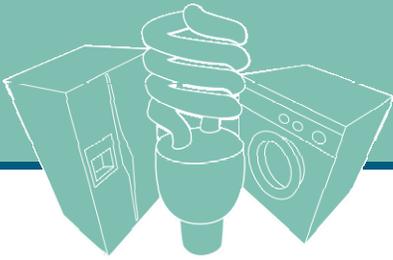
Shoppers stopped by the event tent before entering the store

With the rising population of Hispanic customers in the state of Nevada, the Program conducted a large scale campaign focusing on educating the Hispanic community about ENERGY STAR. We held outreach events at four The Home Depot locations twice throughout the year. Tents were set up at the entrance to the store. A Spanish radio station was present playing familiar Spanish



Spanish Radio partner Univision created a large draw for customers

sounds throughout the duration of the event, and also conducted product giveaways every 15 minutes, including ENERGY STAR lighting, ceiling fans and programmable thermostats. The Home



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Families came by the Program booth for more information

Depot also provided raffle give away items, such as ENERGY STAR qualified refrigerators and washers. Marketing collateral pieces that had been translated into Spanish were distributed in utility branded plastic bags to all who came to the event. Soccer balls were given to all the children, which created a large draw for the families to stop by and gather information. The news media were notified and they captured the large crowds that the promotions drew and interviewed the ENERGY STAR representatives about the event.

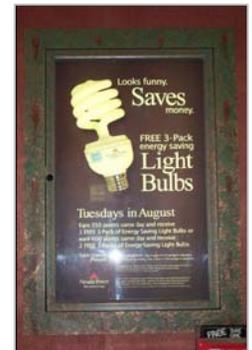
The Program also conducted outreach events at community-based events that celebrated Mexican Independence day. Events such as **Cinco de Mayo, Fiestas Patrias and Heritage Days** proved to be great opportunities to educate about ENERGY STAR. At these events, we trained the public about ENERGY STAR and provided giveaways such as balloons, soccer balls, marketing collateral material and information pamphlets. One of our retailer partners also donated one ENERGY STAR washer and dryer. We then displayed 150 water bottles to illustrate the amount of water saved with each individual wash load.

c. Casino Outreach Education



Cannery Casino promotes CFLs on their marquis sign

During the 2007 program year, the NPC/SPPC Lighting and Appliance program embarked in a new direction. The team looked to casinos as a channel to move a large number of CFLs and an opportunity to reach another sector of the population. The partnership began with 3 casinos pledging to give-away more than 100,000 CFLs over the course of 3 months. The casinos utilized the NPC/SPPC rebates to purchase the bulbs, and then designed a promotion to give them away to their local clientele. Field representatives conducted training sessions for the employees at each of the casinos and were present on event days to extend additional edification to the recipients. In addition, Nevada Power worked with the casinos to develop marketing and training materials, such as newsletters, print advertisements for the promotion, and on-site signage placed strategically around the casinos. This is such a wonderful and unique opportunity



A participating casino displays information about CFLs



for Nevada Power to be a part of, and the first of its kind for any utility-sponsored conservation effort. Due to the success of our inaugural campaign, many other casinos have expressed interest in future participation and we are currently working on similar promotions.

A participating casino displays information about CFLs