

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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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>

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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 kjwatier@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	<p>City of Tallahassee Utilities Micheal Ohlsen 850-891-6876 Michael.ohlsen@talgov.com</p>	<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	<p>JEA Payson Tilden 904-665-6187 tildpj@jea.com</p>	<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	<p>Cobb EMC Nurdan Cornelius 678-355-3560 nurdan.cornelius@cobbenergy.com</p>	<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. Year Round Implementation. • 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 agrant@nvenergy.com Ian Guerry 804-338-7013 iguerry@ecosconsulting.com Lighting Program Hotline: 866-368-1451	<p>Program Goals: Distribute more that 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	Entergy Tracey Brodeur 281-297-5528 tbrodeu@entergy.com	<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	Rocky Mountain Power Juan Carlos Blacker, Portland Energy Conservation, Inc. 503-961-6129 jcblacker@peci.org	<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>