



California Statewide Residential Lighting Programs

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2005 Statewide California Program

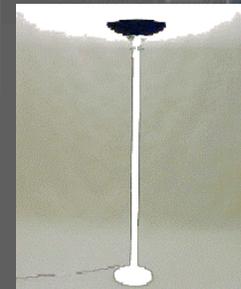
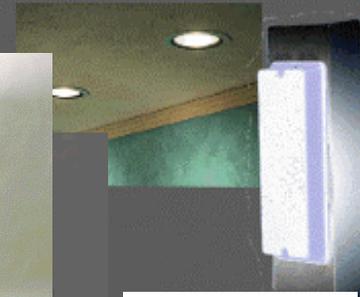
Investor-owned Utilities (IOUs): PG&E, SCE, SDG&E

⇒ IOU Residential ENERGY STAR® Lighting Incentive Program

⇒ 2005 Program Is Basically The Same As 2004

⇒ Eligible Measures

- Screw-in CFLs
- Interior Fixtures*
- Exterior Fixtures*
- Torchieres



Results (in millions) **2004/5 Forecast**

Incentives: \$40.1

CFLs: 17.5

Fixtures: 0.7

Storefronts: 5,064

(Not in millions)

* hardwired only

2005 Statewide California Program

- ⇒ IOU Residential ENERGY STAR® Lighting Incentive Program
- ⇒ 2004/2005 Energy Efficiency Issues
 - **Electric Power Portfolio Planning**
 - The CPUC mandated that Energy Efficiency (EE) was to be first in loading order, before our own power plants, or wholesale electricity purchases
 - **A Second Funding Source For EE Was Established:**
Electricity Procurement Funds (original source was Public Goods Charge)
 - ◆ Total EE budget increased substantially, along with goals – over 50% more compared to 2003 statewide. SCE increased over 400%
 - ◆ Residential lighting contributed a much larger share of EE results than in previous years, compared to non-lighting measures.
 - **New Emphasis on kW, Reliability of Energy Savings Claims, EM&V**

2005 Statewide California Program

⇒ IOU Residential ENERGY STAR® Lighting Incentive Program

⇒ Incentive Amounts

- CFLs 450 to 799 Lumens = \$1
- CFLs 800 to 1,099 Lumens = \$1.50
- CFLs 1,100 to 2,599 Lumens = \$2.00
- CFLs 2,600 Lumens and > = \$2.50
- Interior and Exterior Fixtures* <1,100 Lumens=\$5
- Interior and Exterior Fixtures* 1,100 Lumens or > \$10
- Torchieres \$10



*hardwired only

2005 Statewide California Program

⇒ IOU Residential ENERGY STAR® Lighting Incentive Program

⇒ Two Components

■ **Manufacturer**

- Obtain retailer orders before requesting funds
- Utilities assign allocations - Mfgr. and retailer sign and return
- Manufacturers invoice IOUs after product ships and required documentation is obtained (proof of delivery, photos, etc.)

■ **Retailer**

- Invoice monthly based on sales data

⇒ **How To Participate**

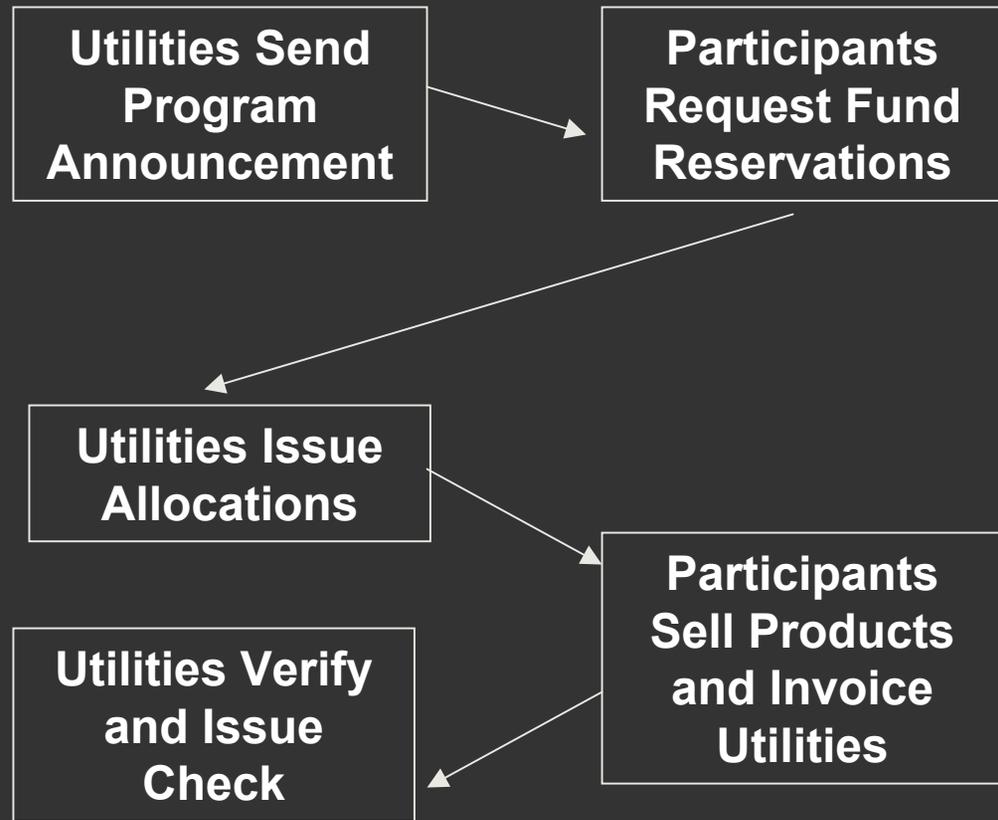
- Manufacturers and retailers are sent email announcements with full explanation of program along with participation forms. To be added to mailing list, please email: richard.greenburg@sce.com



2005 Statewide California Program

IOU Residential ENERGY STAR® Lighting Incentive Program

Flow Chart



2005 California Municipal Utility Residential Lighting Programs

⇒ Sacramento Municipal Utility District (SMUD) Residential ENERGY STAR® Lighting Program

⇒ Eligible Measures—Priority*

- Full line of “mini” screw-based CFLs
- Hardwired interior and exterior fixtures
- Torchiere and table lamps

<u>Results:</u>	<u>2004</u>	<u>2005 Forecast</u>
Incentives:	\$670,000	\$700,000
CFLs:	360,000	370,000
Fixtures:	2,500	5,000
Store Fronts:	160	170

*Consumer rebates for ENERGY STAR ceiling fans with CFL lights are available through separate programming.

2005 California Municipal Utility Residential Lighting Programs

➔ SMUD Residential ENERGY STAR® Lighting Program

www.smud.org

➔ Marketing Partnerships

- Co-op advertising fund
- SMUD advertising: bill inserts, news print, radio

➔ Incentives

- Bare bulbs ≤ 15 W \$1.50
- Bare bulbs 16 - 20 W \$1.75
- Bare bulbs > 20 W \$2.00
- Covered (e.g., globes) \$2.00
- Dimmable and 3-way \$2.50
- Fixtures ≤ 18 W \$5.00
- Fixtures > 18 W \$10.00

➔ How to Participate

- Manufacturers and retailers are sent email announcements or letters with full explanation of program and participation forms. To be added to mailing list, please email: cnovak@smud.org

➔ Promotion Schedule

- Spring campaign
 - solicitation mailed in December
 - some projects go through June
- Fall campaign
 - solicitation will be mailed in June or July
 - projects may go through November

➔ Other Municipal Utilities Offering Lighting Incentives

- City of Riverside - www.riversideca.gov
- City of Los Angeles - www.ladwp.com

2006 Statewide California Program

⇒ 2006 IOU Issues

- **Lighting Is Projected To Make Up 60% to 70% Of All Energy Savings** (residential and nonresidential combined).
- **Continued Growth Of Procurement Emphases and Funding**
- **Major Step Toward Long Term IOU Administration**
 - 3 year approval cycle 2006-2008
 - Administration of EM&V mandated to move from utilities to California Public Utilities Commission (CPUC)
 - Enhanced span of program input - involvement of program advisory groups, industry peer groups, and public workshops



2006 Statewide California Program

⇒ Proposed IOU Changes For 2006

■ One Promotion Spanning Most or All of Year

- ◆ CPUC Might Not Assign Goals For Rural and Grocery/Drug Stores (but we still encourage their inclusion)

■ Potential New Measures

- ◆ LED, Night Lights, Cold Cathode, Motion Sensor Security Lights
- ◆ Flexibility To Introduce New Products As Available/Viable

■ Special High Performance Incentive Categories

- ◆ Reflectors, Dimmables, More as time goes on

■ Calibrate Incentive Levels

- ◆ Existing Measures: Increase some incentives, decrease others
- ◆ New Measures: Set for optimum cost-effectiveness

■ Pursue/Develop Additional Markets

- ◆ New Construction, Small Commercial (Spillover)

⇒ SMUD 2006 Similar to 2005 But Likely To Be Larger

- ⇒ 2006 Program announcement date is unknown at this time. If program final approval is on time, ideally we would like to announce details in the October/November time frame.



State of California

Flex Your Power Program

- ➔ **Proposed 2005 Media and Outreach Plan:**
- ➔ Summer Efficiency and Conservation. This summer, Flex Your Power will encourage all Californians to continue to invest in energy efficiency for long-term savings and reduce peak demand when energy supplies are tight. The campaign will focus on three primary messages:
 - Appliances: Buy energy-efficient appliances and wait to use them until after 7pm when energy supplies are tight.
 - Cooling: Use energy-efficient ceiling fans instead of air conditioners. Install programmable thermostats and set them to 78 degrees F during peak hours when energy supplies are tight.
 - Lighting: Buy energy-efficient lighting and turn off all unnecessary lights.
- ➔ Late Fall Congratulatory Campaign. Flex Your Power will highlight and recognize leaders in energy efficiency and demand reduction through statewide advertising and awards. The messages will be used to encourage others to participate and show that, working together, we can make a difference.

2005 California Statewide Utility Residential Lighting Programs

Any Questions For IOUs?

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For SMUD

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For Flex Your Power

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