Who’s Who in the Region

Sharon Laudisi-Parente, Clean Energy Program Manager for the Long Island Power Authority (LIPA) in Long Island, New York

LIPA’s Clean Energy Initiative started in 1999 and is a 10-year, $355 million commitment to promote clean, new electric generation technology

LIPA’s broad initiative encompasses nearly a dozen energy conservation programs and a cutting-edge Research, Development & Demonstration (RD&D) effort
Program Performance
1999-2004

Total Cumulative Energy Saved:
955,648 MWh or 955,648,000 KWh

Residential Home Energy Savings:
Equivalent to powering 101,513 Long Island homes for one year

Total cumulative energy savings based on LIPA's 2004 Residential Home Energy Estimate of 9,414 KWh/yr

Total Cumulative Emissions Reductions:
NOx = 1,893 Tons
SO2 = 4,988 Tons
CO2 = 1,298,073 Tons
**What We Do:**

- Promote market transformation by building market awareness and demand for ENERGY STAR® qualified products

**How We Do It:**

- Through 102 Appliance Retail Stores and 160 Lighting Retail Stores
- Retail Sales (Home Depot, Lowe’s, etc.)
- Training/Rebates/Expos/Web-site
- Leverage Regional Partners (NEEP, NYSERDA, NYPA)
- PR Campaigns (Emmy winning commercial)
Consumers: Instant coupons throughout the year
• $1.50 off ENERGY STAR qualified bulb packages
• $15.00 off ENERGY STAR qualified fixtures

Retailers: Field services to every enrolled store across Long Island, including hardware stores, independent retailers, mass merchants, DIYs, electrical distributors and lighting showrooms
• Co-op advertising reimbursement for lighting retailers that promote ENERGY STAR qualified CFLs and fixtures
• Train Sales Associates and Cashiers
• Place coupons, POP, and signage
• Verify product placement and price
• Organize and staff in-store lighting promotions
ENERGY STAR
Lighting and Appliance Program

Results to Date:

- CFLs: 2,017,854
- Fixtures: 158,994
- Clothes Washers: 44,767
- Torchieres: 30,191

Total Participants: 2,251,806

Total Dollars Rebated: $13,406,455
Industry Cooperative Promotions

This year LIPA is implementing an 18-month Negotiated Cooperative Promotion (NCP) with lighting manufacturers and retailers:

July 1, 2005 through December 31, 2006

In order to be considered, manufacturers must partner with retailers in the LIPA territory. Manufacturers cannot submit proposals without a formal commitment from a retail partner located on Long Island.

LIPA’s Goal: Increase market share and volume of ENERGY STAR qualified lighting sales, particularly independent and third-party tested product