New York ENERGY STAR® Residential Lighting Program

New York State Energy and Research Development Authority (NYSERDA)

Presented by Lisa Hammer
Director, Consumer Programs
Aspen Systems Corporation
Overview

New York Energy $mart℠ programs are funded by a Systems Benefit Charge (SBC) paid by electric distribution customers of: Central Hudson Gas & Electric Corp., Consolidated Edison Co. of NY., New York State Electric & Gas Corporation, Niagara Mohawk - a National Grid Company, Orange and Rockland Utilities Inc., and Rochester Gas & Electric Corp.
Overview (continued)

The Residential Program uses the whole-building approach, supported by the ENERGY STAR Products Program, marketing, and the web site.

Residential Energy Affordability Program (REAP)

- Rick Gerardi, Director
- Karen Villeneuve, Program Manager
Consumer Components

Incentives

• No direct incentives to consumers

• NYSERDA offers retailers flexible co-op advertising incentives to encourage broad promotion of ENERGY STAR products. Incentives are offered for print media, radio, television, billboards and special promotions, which may include retailer or manufacturer incentives.
Consumer Components (continued)

• Lighting upgrades are part of the whole-house scope through Home Performance and Assisted Home Performance with ENERGY STAR

• Kilowatt hour reductions are required for New York ENERGY STAR Labeled Homes using ENERGY STAR lighting and appliances
Consumer Components (continued)

Education

NYSERDA educates the consumer via a variety of forums:

- In-store training of retail staff by program field staff
- Information and video-based technical training on GetEnergySmart.org
- Articles in weekly community newspapers
- Educational lighting brochures distributed at retail locations and events
Consumer Components (continued)

Public Relations / Marketing / Events

• Helped fund installation of 40 ENERGY STAR light fixtures in Essex Homes Project to educate potential home buyers

• Used national campaign “Change a Light” templates to promote energy efficient lighting

• Partnered with Aubuchon Hardware stores to install kiosks promoting their online catalog of ENERGY STAR CFLs, fixtures, RACs, etc.
Consumer Components (continued)

Public Relations / Marketing / Events

• Partnered with Philips Lighting and 50 Wegmans grocery stores on a buy-down of ENERGY STAR CFLs, combined with an educational message

• Energy efficiency education at trade shows, home shows, store openings, community events, etc.

• Multi-media ENERGY STAR advertising campaign - PSAs that include lighting, radio tips, lighting ad on cable TV
Industry Cooperative Promotions

Incentives

- NYSERDA offers flexible co-op advertising incentives to retail stores, multi-store retail chains, and manufacturers to encourage a broad promotion of ENERGY STAR products
  - NYSERDA offers retailers market share incentives for the sale of ENERGY STAR products (e.g. RACs). Market share incentives may be offered for other products as well.
Industry Cooperative Promotions (continued)

Current Incentive Promotion

• Incentives of up to 50% of promotion available during each wave, up to a cap of:
  • $50,000 for largest multi-store retail chains
  • $35,000 for lighting manufacturers
  • $6,000 per county for retailers
Industry Cooperative Promotions (continued)

NYSERDA’s New York State ENERGY STAR STAR Products Program is committed to the promotion of energy efficiency, contributing up to 50% of consumer marketing costs. Examples include:

- Greenlite Lighting offered a buy down to the True Value and Rite Aid retail chains
- Feit Electric and Chase Pitkins collaborated to promote a buy-down on ENERGY STAR CFLs
Industry Cooperative Promotions (continued)

• In collaboration with EFI, implemented a pilot program to offer a buy down to lighting manufacturers (Wilshire and Sea Gull Lighting participated)
Industry Cooperative Promotions (continued)

- Curtis Lumber and the Lighting Research Center (LRC) designed a 250 sq.ft. lighting lab to showcase the comparison between energy-efficient and incandescent lighting in a residential setting.
Industry Cooperative Promotions (continued)

- Training/field support for retailers
  - Labeling assistance
  - Product identification
  - Formal and information training
  - Marketing support
  - Special promotion coordination
Market Emphasis

The ENERGY STAR Program is marketed to all sectors of the New York Energy $mart\textsuperscript{SM} territory through:

• Active outreach to lighting retailers, wholesalers and manufacturers at industry events
• Ongoing energy efficiency campaigns via print, radio, television and public service announcements
Market Emphasis (continued)

• CFL distribution at community events and through New York Energy $mart℠ Communities and in collaboration with other New York State agencies (e.g. New York State Consumer Protection Board)

• Collaboration with ENERGY STAR home builders and retailers to install ENERGY STAR lighting

• Educating builders, designers, etc. through lighting education seminars
Program Direction for 2006

No significant changes at this time due to current SBC expires June 2006. Currently undergoing review for extension. We expect:

• Continued manufacturer co-op incentives to encourage promotion of ENERGY STAR lighting products
Program Direction for 2006 (continued)

• Recruitment of new lighting manufacturers to the ENERGY STAR Products Program
• Research new avenues for promotion of ENERGY STAR products via home construction, product distribution, retail and web-based channels
• Expand efforts with builders and remodelers
Consumer Components for 2006

Incentives
• Continued funding incentives for retailers to facilitate market transformation

Education
• Ongoing consumer education in new lighting technology with focus on the benefits of ENERGY STAR products

Public Relations / Marketing / Events
• Extended public outreach to promote energy efficiency throughout New York State
Any Questions?
For More Information Please Contact:

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