ENERGY STAR® Lighting in the Southwest Region 2005/2006

ENERGY STAR Lighting Partner Meeting
April 4, 2005
SW Efficiency Landscape

• Rebirth of efficiency programs in the SW (AZ, CO, NM, NV, TX, UT)
  – Notably, Nevada Power/Sierra Pacific Power, PacifiCorp/Utah Power, Arizona utilities, Xcel Energy (CO)
• 2005 utility efficiency spending: ~$80 million
• Program funding is on the rise and is already double 2002-03 levels. Funding could reach $100 million by 2006
Who’s Currently Promoting Residential Lighting?

• Customer Incentives
  – Nevada Power/Sierra Pacific
  – PacifiCorp/Utah Power
  – Colorado Spring Utilities
  – Austin Energy

• Education Only
  – Delta-Montrose Electric Association
  – Fort Collins Utilities
  – New Mexico State Energy Office
  – Salt River Project
Nevada Power and Sierra Pacific 2003-2004

- Simple, cost-effective, customer-friendly
- Focus on lighting and appliances
  - CFLs, fixtures, ceiling fans with light kits
- Program design: upstream buydowns, DiY channel partners, in-store merchandising, outreach events, advertising, field support
- ENERGY STAR lighting results
  - 100,000 CFLs, 1,500 fixtures, and 175 ceiling fans with light kits
  - Savings of 6.42 million kWh
WORKING TOGETHER FOR CHANGE

DuraBright

WANT TO MAKE 99¢ LAST 5 YEARS?
¿Quiere que 99¢ duren 5 años?

Uses 75% Less Energy! 
Saves Your Yard, Earns Cash!

20-Day/2-Month Satisfaction Guaranteed

20 Dias de Satisfacción GARANTIZADA

LONG LIFE BULBS INCLUDED

70%-80% MORE ENERGY EFFICIENT THAN HALOGEN TORCHIERES

BULBS LAST 3 OR MORE YEARS IN NORMAL USE

CHANGE FOR THE BETTER WITH ENERGY STAR
Nevada Power and Sierra Pacific 2005 Lighting Plans

- CFLs ($2) and Light Fixtures ($10)
  - 100,000 CFLs, 1,000 indoor fixtures, 700 c-fans
  - Expand retail channels beyond DiY
  - April-December, focus events around Change a Light
  - Spanish language materials

- Ceiling Fans with Light Kits ($10)
  - Connect with Hispanic outreach
  - Promote during Cool Your World, and Change a Light

- Residential New Construction
  - Model home approach
  - Marketing and training support
Nevada Power and Sierra Pacific 2006 Lighting Plans

- SB 188 would allow credits for energy efficiency to count toward renewable portfolio standard
- Efficiency program budgets are expected to increase
Utah Power: 2005-2010

- ENERGY STAR Homes program includes lighting upgrade as a plus measure
- $100 incentive for upgrade to 15 ENERGY STAR fixtures (single family)
- $50/unit for upgrade (multi-family)
  - 5 ENERGY STAR interior lamps/fixtures
  - 2 ENERGY STAR exterior lamps/fixtures
Colorado Springs Utilities

- Rebates on CFLs and fixtures
  - $5 rebate on purchases of $25-$49
  - $10 rebate on purchases over $50
- RFP for CFL giveaway this year
  - 18,000 lamps
- Plans for 2006 may just include CFLs, not fixtures
Fort Collins Utilities

- Consumer education on ENERGY STAR residential lighting and Change a Light
- Will be issuing an RFP for ENERGY STAR program design, unclear if incentives will be included
- Launch intended for fall 2005
Xcel Energy

- In midst of stakeholder process
- DSM funding of $196 million over 8 years proposed in exchange for not opposing new coal-fired plant in Pueblo, CO
- Hope to shift focus from peak shaving to energy savings
Delta-Montrose Electric Association

- Consumer education on ENERGY STAR residential lighting and Change a Light
- Intend to do more promotion of lighting; details not ready for release
Arizona Public Service

- Rate case settlement included funding for DSM programs
- $16 million per year for 3 years, split evenly between residential and non-residential programs
- Programs are likely to get underway toward the end of this year
- Collaborative group to form
Salt River Project

- Salt River Project (SRP) developing new programs
- Will continue consumer education tied to Change a Light through customer communication channels and POP materials at retail
Austin Energy

- Historically has offered a CFL instant coupon and has an extensive CFL giveaway program
- Adding ENERGY STAR qualified fixtures and ceiling fans with light kits to portfolio in 2005
- Market emphasis on DoItYourself and new construction
  - Builder program: must install 5 fixtures (can include CF w/lighting) in high use areas; offers points towards “Green Building” Designation
What’s On the Horizon?

• New partners with interest in curbing peak demand; exploring opportunities in residential lighting
• Bigger efficiency budgets!
• Enhanced opportunities for national coordination under the ENERGY STAR umbrella
• Broader representation from the SW region in future forums like the ENERGY STAR Lighting Partner Meeting