

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



DuraBright

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

Uses 75% Less Energy!
Saves Your Hard Earned Cash!

36-Day Total Satisfaction
GUARANTEED
If you are not totally satisfied,
return us at 1-800-397-1704

ENERGY STAR
QUALIFIED
LIGHT BULBS

Nevada Power

Sierra Pacific

TCP

¡Usa 75% menos energía!
¡Ahorra su dinero
bien ganado!

30 Días de Satisfacción
GARANTIZADA
Si no está completamente satisfecho,
¡devuélvanos al 1-800-397-1704

WORKING TOGETHER FOR CHANGE
Trabajando Juntos para un Cambio

LIVING ROOM SOLUTIONS

ENERGY STAR QUALIFIED
TORCHIERES

- LONG LIFE BULBS INCLUDED
- SAVE \$215.00 ON YOUR ENERGY BILL
- 70%-80% MORE ENERGY EFFICIENT THAN
HALOGEN TORCHIERES
- BUILT-IN FULL RANGE DIMMERS
- BULBS LAST 3 OR MORE YEARS IN NORMAL USE

WITH ENERGY STAR, YOU CAN SAVE UP TO 20% ON
YOUR ENERGY BILLS ON AVERAGE PER YEAR AND
PREVENT PLAIN POUNDS OF AIR POLLUTION.

BASED ON GOOD EARTH LIGHTING
PRODUCTS AND A COST OF \$0.10
PER KWH FOR THE LIFE OF THE BULB

FOR THE BETTER WITH
ENERGY STAR

\$15
INSTANT
REBATE
FOR ENERGY
STAR QUALIFIED
LIGHT BULBS

ENERGY STAR QUALIFIED FIXTURES AND
BULBS 60% LESS ENERGY AND LAST UP TO
TEN TIMES LONGER THAN STANDARD BULBS
REPLACE ALL THE WINDOWS IN YOUR HOME
WITH ENERGY STAR QUALIFIED WINDOWS AND
SAVE UP TO \$4,400 IN A LIFETIME OF ENERGY
COSTS.

Nevada Power



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 DiY 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