Arizona Public Service (APS)
ENERGY STAR® Residential Lighting Program

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2008 ENERGY STAR Lighting Partner Meeting
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Arizona Public Service (APS)
ENERGY STAR Residential Lighting Program

• Background
• Program Goals
• Promoting ENERGY STAR Lighting
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Arizona Public Service (APS)
ENERGY STAR Residential Lighting Program

APS is Arizona’s largest and longest serving electric company, serving over 1.1 million customers. APS is the state's top producer of solar energy.

APS launched its ENERGY STAR Residential Lighting Program in October 2005 as part of a comprehensive portfolio of energy efficiency programs.

INTRODUCING SOLANA.
ARIZONA’S LARGEST SOLAR GENERATION STATION.

On February 21, APS announced plans for the Solana Generation Station - a 280-megawatt concentrating solar power plant that, when completed in 2011, will be one of the largest solar plants in the world. When operating at full capacity, Solana will serve 70,000 Arizona homes.
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a better tomorrow starts today

APS Green Choice Programs

- ENERGY STAR Lighting (CFLs)
- APS ENERGY STAR Homes
- AC Rebates
- Solutions for Business
- Solar Rebates
- Green Rates
- APS Energy Survey
- Energy Saving Tips
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Green Choice campaign “a better tomorrow starts today”
Focuses on choices we can make now to “change their future”
Changing to ENERGY STAR qualified CFLs is a key message.
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Program Goals:

Encourage APS customers to switch to high-efficiency ENERGY STAR qualified CFLs

- education
- advertising and promotion
- outreach events
- partnerships with retailers
- incentives (upstream buydowns)
- year round lighting promotions
- positive customer experiences
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Educational Messages
– Use 75% less energy
– Save $30 over life of bulb
– Last 10 x longer
– Cooler in summer
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Education on aps.com
Program Advertising and Promotions

- Over 11.2 million placed and earned advertising impressions
  - Media channels include television, print (newspapers and magazines), radio and Web
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Promoting ENERGY STAR Qualified CFLs!
“Takin’ It To The Streets”
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TONS OF EVENTS!

Outreach events are vital to the success of the program.

Retail outreach events: weekly

Community outreach events: 1-2 per month

Seasonal special events
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Retail Events!!
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Partnering with local home improvement show......

Rosie On The House
Live radio remotes at outreach events with program representation, during which customers call in with questions.

Earth Day and Change a Light events
Taking the Message to the Hispanic Community

Hispanic Heritage outreach events during September and October.

Partners include Univision, The Hispanic Chamber of Commerce and more.
Lighting Change Out At CASS Homeless Shelter
October 3rd, 2007
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Community partnerships are a vital part of the program, including:

- Rosie On The House/KTAR Radio
- Bank of America
- Valley Forward
- Phoenix Mayor Phil Gordon
- The U.S. Department of Housing and Urban Development
- Arizona Commission for Indian Affairs
- APS' Renewable Division and other Green Choice Programs
- ENERGY STAR Change A Light, Change the World (DOE & EPA)
- The Housing Authority of Maricopa County
- Ronald McDonald House of Phoenix
- Arizona chapter of Mothers of Preschoolers
- Arizona educational system
- ASU
- City of Phoenix
- CASS
- Arizona Energy Office
- The Arizona State Legislature
- Arizona Corporation Commission
- Association of Energy Engineers
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*Thanks to Our Retail Partners!*…

The Program partners with 11 lighting manufacturers and more than 20 retailers with over 300 participating retail locations throughout the APS service territory.
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Program Accomplishments

Since the APS ENERGY STAR Lighting Program launched, more than 4.3 million CFLs have been sold.

CFLs Incentivized
- 2005 (3 months): 362,320
- 2006: over 1.3 million
- 2007: over 2.6 million
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Savings Achieved To Date

- 42 MW
- 243,217 Annual MWH
- 1,467,359 Lifetime MWH
- 1.7 Billion Lbs of Greenhouse Gas Reduction
- $67.6 Million Net Benefits
- Over 106,000 homes powered for a year!
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Looking Forward

Add a CFL recycling and proper disposal component to the program to accommodate APS customers’ concerns about mercury.

Educate consumers about mercury in CFLs and proper CFL disposal through
- customer outreach events
- marketing campaign/promotions

Partnerships with retailers, recycling facilities and household hazardous waste facilities
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Looking Forward

Filed program plan for 2008-2010

Increased program budget

Goal is 7.5 million CFLs in next 3 years

Build, maintain and develop relationships with customers and program partners

Keep Takin it To The Streets!
Thank you

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