PARTNER COLLABORATION

Janis Erickson
Sacramento Municipal Utility District

ENERGY STAR
Lighting Partner Meeting
March 2, 2006
Sacramento Municipal Utility District

- Population 1.3 Million
- Residential Meters:
  - Single-Family 378,000
  - Multi-Family 135,000
- Commercial/Industrial
  - Small Commercial 47,708
  - Lg. Commercial/Industrial 12,097
Marketing Partnerships

● Approach
  - RFP for CFL/Fixture projects to achieve savings and distribution goals.
  - Open to single or multiple responders coordinating on a project.
  - Few other requirements.

● Goals
  - Introduce quality, high-efficiency lighting to customers.
  - Promote relationships to sustain high-efficiency lighting market.
  - Achieve MW/GWh annual goals.
Recent Achievements

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td># Retailers</td>
<td>5</td>
<td>15</td>
<td>42</td>
<td>56</td>
</tr>
<tr>
<td># Manufacturers</td>
<td>4</td>
<td>8</td>
<td>7</td>
<td>11</td>
</tr>
<tr>
<td># Storefronts</td>
<td>23</td>
<td>72</td>
<td>151</td>
<td>214</td>
</tr>
<tr>
<td># CFLs</td>
<td>369,669</td>
<td>276,503</td>
<td>359,819</td>
<td>770,000</td>
</tr>
<tr>
<td># Fixtures</td>
<td>1,398</td>
<td>2,309</td>
<td>3,544</td>
<td>8,648</td>
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</table>
Recent Achievements (cont’d.)

<table>
<thead>
<tr>
<th></th>
<th>2002</th>
<th>2003</th>
<th>2004</th>
<th>2005</th>
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</thead>
<tbody>
<tr>
<td>Total Incentive $$</td>
<td>$59,664</td>
<td>$506,002</td>
<td>$670,641</td>
<td>$1,335,321</td>
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<tr>
<td>MW</td>
<td>2.035</td>
<td>2.29</td>
<td>3.01</td>
<td>5.427</td>
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<tr>
<td>GWh</td>
<td>13.668</td>
<td>15.89</td>
<td>20.97</td>
<td>36.988</td>
</tr>
<tr>
<td>CO₂</td>
<td></td>
<td></td>
<td></td>
<td>48,000 tons</td>
</tr>
<tr>
<td>NOₓ</td>
<td></td>
<td></td>
<td></td>
<td>60,000 lbs.</td>
</tr>
</tbody>
</table>
Participants (2005 sample list)

- Manufacturers
  - Feit
  - Greenlite
  - Sunrise
  - USPar Enterprises
  - GE
  - Maxlite
  - Buffalo Lite
  - LOA
  - TCP
  - Sylvania

- Retailers
  - Costco
  - Dollar Tree
  - Small Hardware (Many)
  - 99 Cent Stores
  - Ace Hardware
  - Light Bulbs Plus
  - Walgreens
  - Wal-Mart
  - Home Depot
  - Orchard
  - Rite Aid
  - Groceries (Many)
  - Lighting Showrooms (a Few)
Project Features

- Partner Marketing & Ads
  - Radio
  - Home Show promotion
  - Newsprint ads
  - Buy down
  - (Past-TV/Sacramento Kings/coupons)

- SMUD Marketing
  - Bill messaging
  - Program website
  - SMUD Field visits

- Retail Variety
  - Big box
  - Large & Small hardware
  - Mainstream & ethnic Grocery
  - Lighting specialty
  - Pharmacy
  - Discount
  - Household items
Successful Design Elements

- Program is flexible – Not “one size fits all”
- Core market players determine marketing and advertising.
- SMUD remains customer advocate and advisor.
- Encourages continuing relationships between manufacturers and retailers.
2006 (and beyond)

- Continuing Marketing Partnerships
  - Funding levels
    - Public Good $588,035
    - IRP $1,000,647
- Goals
  - Capacity 5 MW
  - Energy 32 GWh
  - CFLs 782,000
  - Fixtures 5,900
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