

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

	2002	2003	2004	2005
# Retailers	5	15	42	56
# Manufacturers	4	8	7	11
# Storefronts	23	72	151	214
# CFLs	369,669	276,503	359,819	770,000
# Fixtures	1,398	2,309	3,544	8,648

Recent Achievements (cont'd.)

	2002	2003	2004	2005
Total Incentive \$\$	\$ 59,664	\$506,002	\$670,641	\$ 1,335,321
MW	2.035	2.29	3.01	5.427
GWh	13.668	15.89	20.97	36.988
CO₂	48,000 tons			
NO_x	60,000 lbs.			

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
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IRP	\$1,000,647
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- Goals

Capacity	5 MW
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Energy	32 GWh
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CFLs	782,000
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Fixtures	5,900
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SMUD

Lighting Marketing Partnerships

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