

DOE's Change a Light Role



- Access to DOE Regional Offices
- Provides Spokesperson for PR Events
- Offers Contractor Support
- Leverage Other DOE Programs
- Develop Consumer Education Messaging
 - Bilingual
 - Technology

DOE Regional Offices



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Atlanta Change a Light WX Event



- **Date:** October 15, 2003
- **Location:** Home of low-income Weatherization client – Annie Turner
- **Media Event:** The City Council President of Atlanta, Cathy Woolard, replaced Ms. Turner's outdoor incandescent light with an ENERGY STAR qualified CFL.
- **Partners:** City of Atlanta, Home Depot, Georgia Energy Office

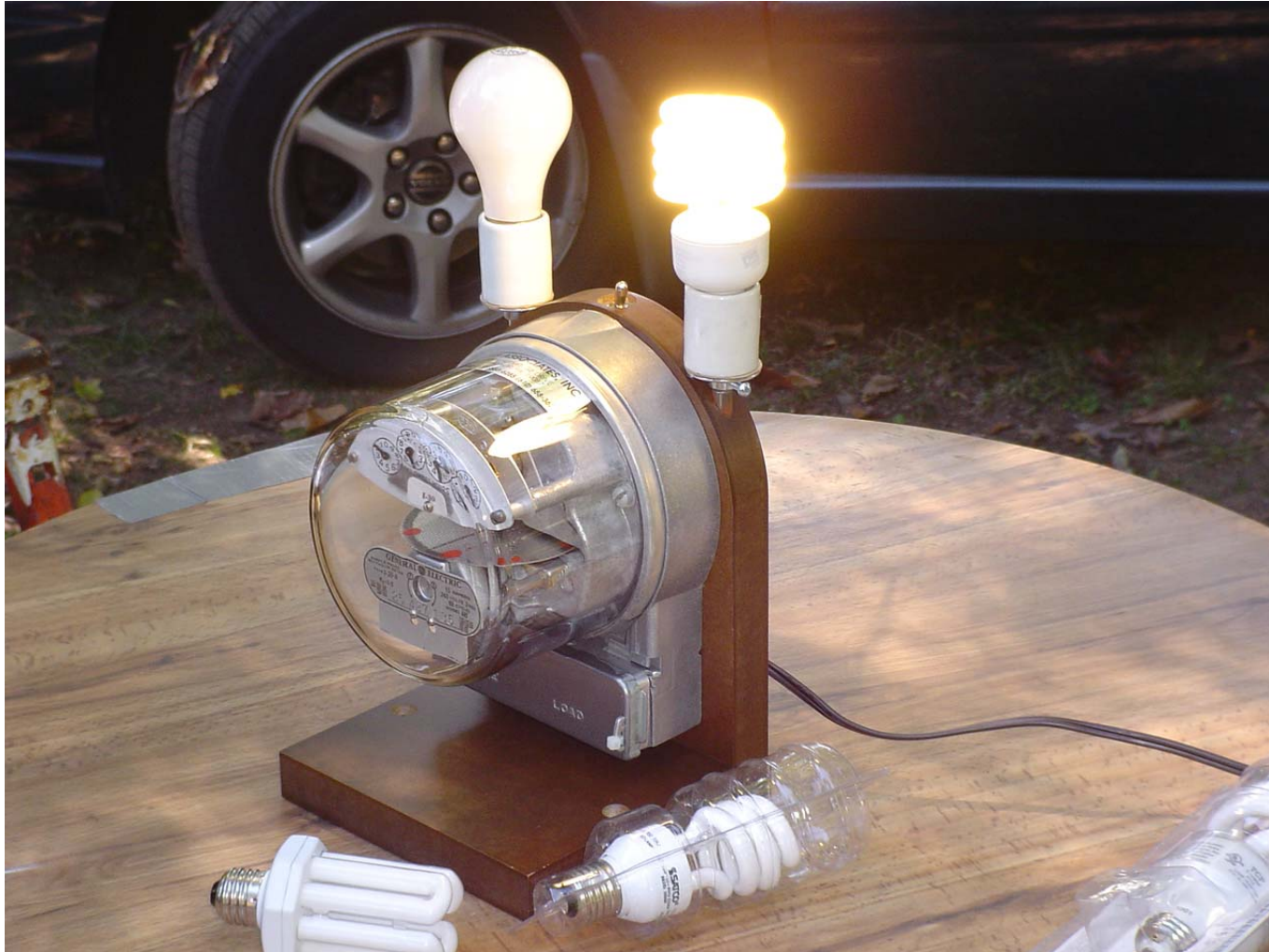
Atlanta Change a Light WX Event



Atlanta Change a Light WX Event



Atlanta Change a Light WX Event



Atlanta Change a Light Results



- **Air media:** Local news station (Channel 11) and City Cable
- **Print media:** “The Story” a local weekly paper
- **Client satisfaction:** Ms. Turner is happy with her weatherized home and new CFLs
- **Future opportunities:** DOE continues to find additional cross-coordination opportunities between ENERGY STAR and Weatherization

Spanish Language Change a Light Outreach



Provide partner support to execute Hispanic outreach activities

Translate materials in Spanish to effectively address Hispanic population

Nevada Power 2004 CAL – Hispanic outreach focus:

- 20% of CAL efforts to reach Las Vegas Hispanic community
- CFL product packaging available in Spanish
- Promotional events in Hispanic neighborhoods

Sample Outreach Language



When selecting energy-efficient light bulbs, consider light output. With ENERGY STAR qualified CFLs, you get the same amount of light but use fewer watts of energy.

For example, if you want a light bulb that gives off the same amount of light as a 60W incandescent bulb, look for an ENERGY STAR qualified bulb that puts out 800 lumens or more.

Typical Light Output (Minimum Lumens)	450	800	1100	1600	2600
Incandescent Bulb (Watts)	40	60	75	100	150

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