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

www.eere.energy.gov/rso.html
• **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
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.

<table>
<thead>
<tr>
<th>Typical Light Output (Minimum Lumens)</th>
<th>450</th>
<th>800</th>
<th>1100</th>
<th>1600</th>
<th>2600</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incandescent Bulb (Watts)</td>
<td>40</td>
<td>60</td>
<td>75</td>
<td>100</td>
<td>150</td>
</tr>
</tbody>
</table>
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