



ENERGY STAR® Products Partner Meeting – Lighting Track Energy Efficiency Program Portfolio Updates

Charlotte, NC
November 7, 2011

Marylou Einfalt, ICF International

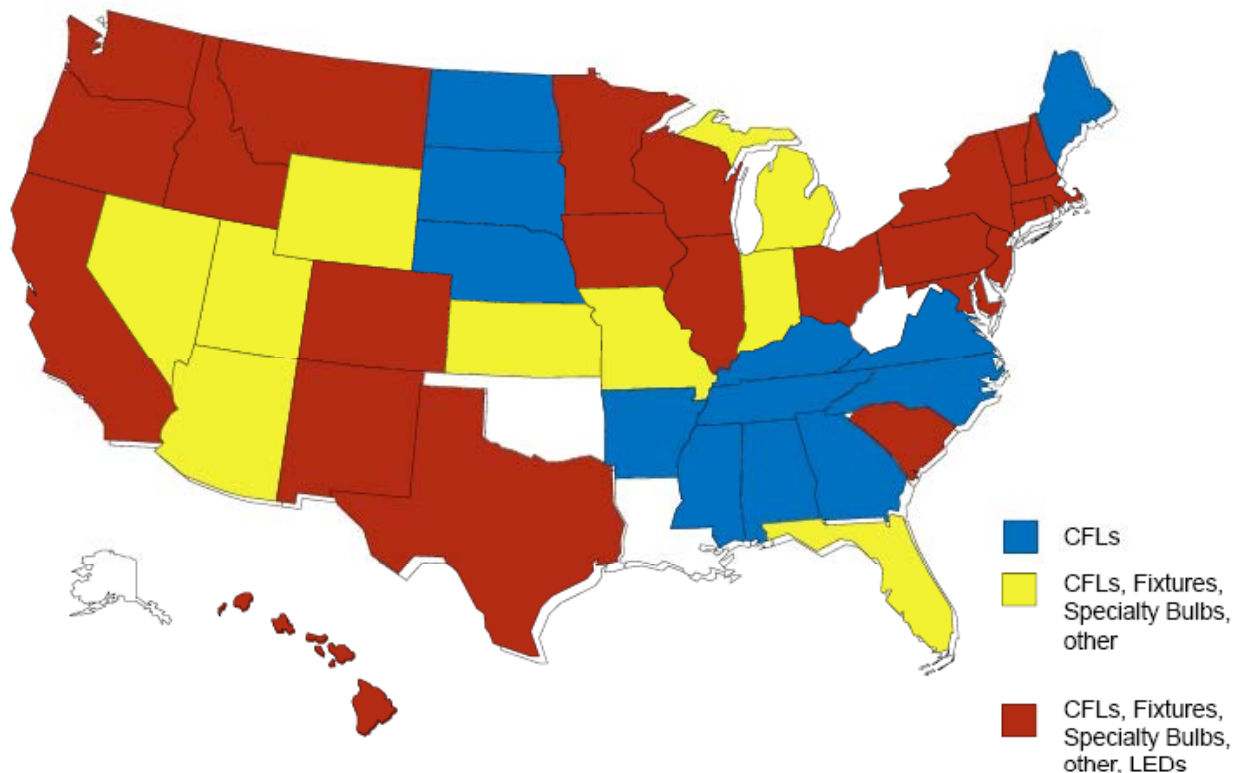


Learn more at energystar.gov

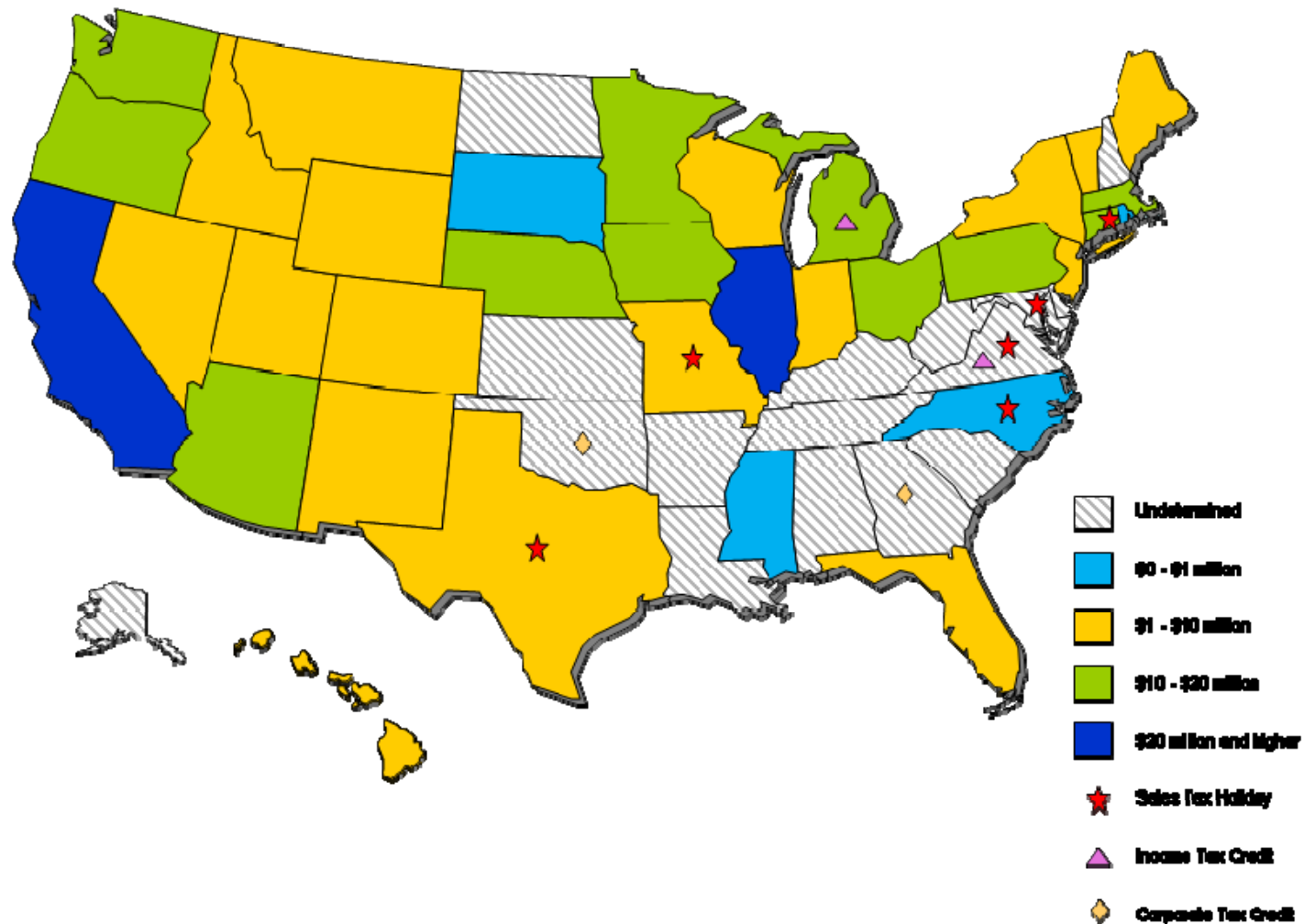
U.S. Lighting Programs: Offerings



- 423 individual product promotions reported by 138 Energy Efficiency Program Sponsors



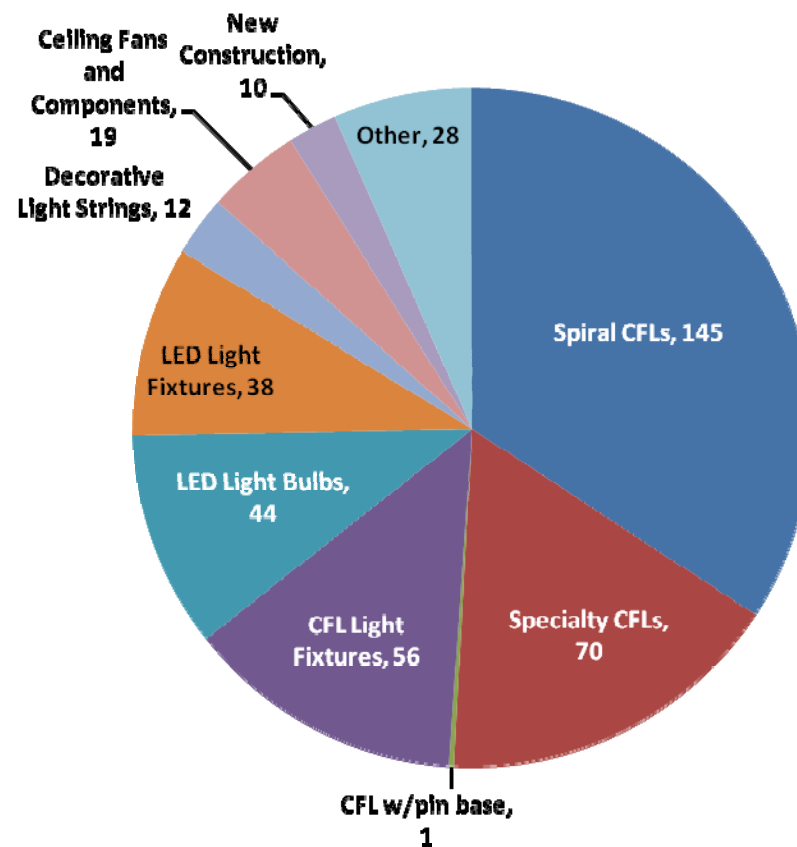
U.S. Lighting Programs: Budgets



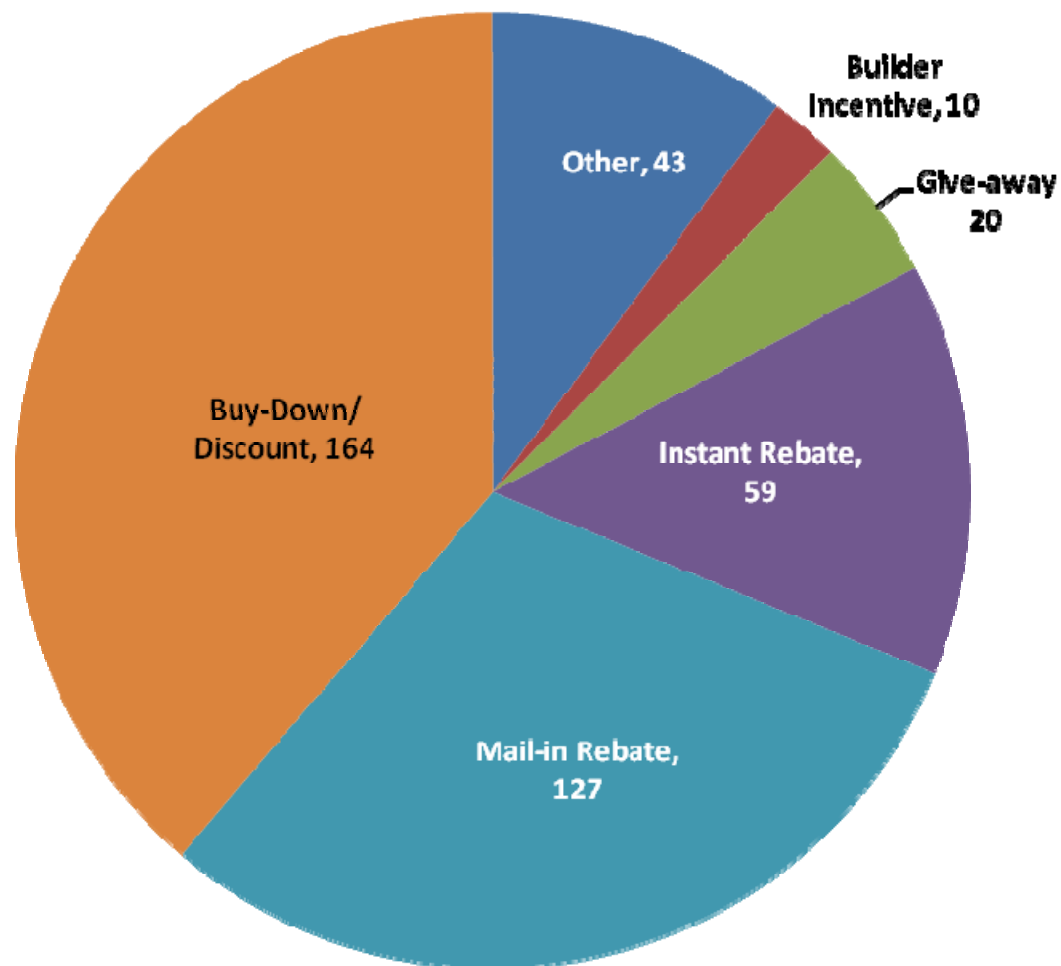
U.S. Lighting Programs: Eligibility



- Over 91 million residential customers are eligible for some type of ENERGY STAR lighting incentive



U.S. Lighting Programs: Promotions by Type



U.S. Lighting Programs: Impacts of EISA



- Preliminary partner feedback via Webinar
- Halogens as baseline, raising to CFL levels
- Partner strategies consisting of special promotions, co-operative advertising, lighting controls, etc.

Regional Overview Northeast



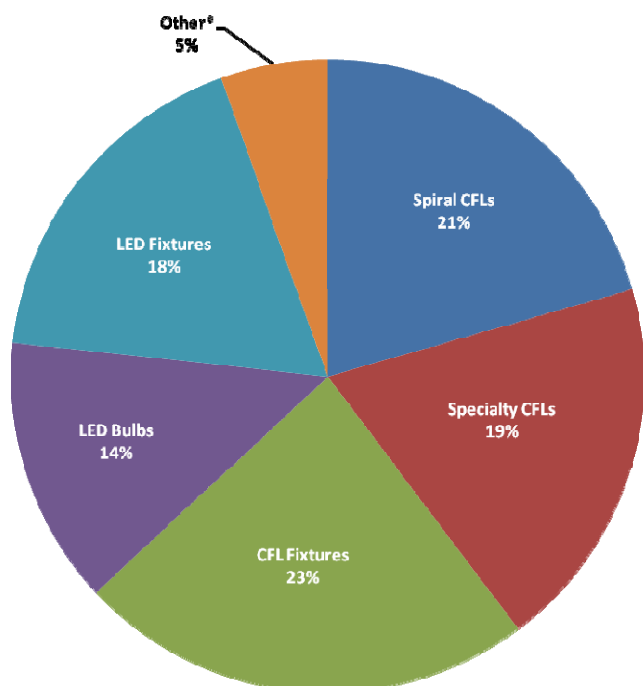
- Over 16.3 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 18 Program Sponsors provided information
- Most annual lighting program budgets in the Northeast are in the \$1-\$10 million range
- Lighting Programs are delivered through statewide collaborations
- Partners are collaborating on a Northeast Lighting Strategy
- Clear and consistent consumer messaging is a key goal for 2012



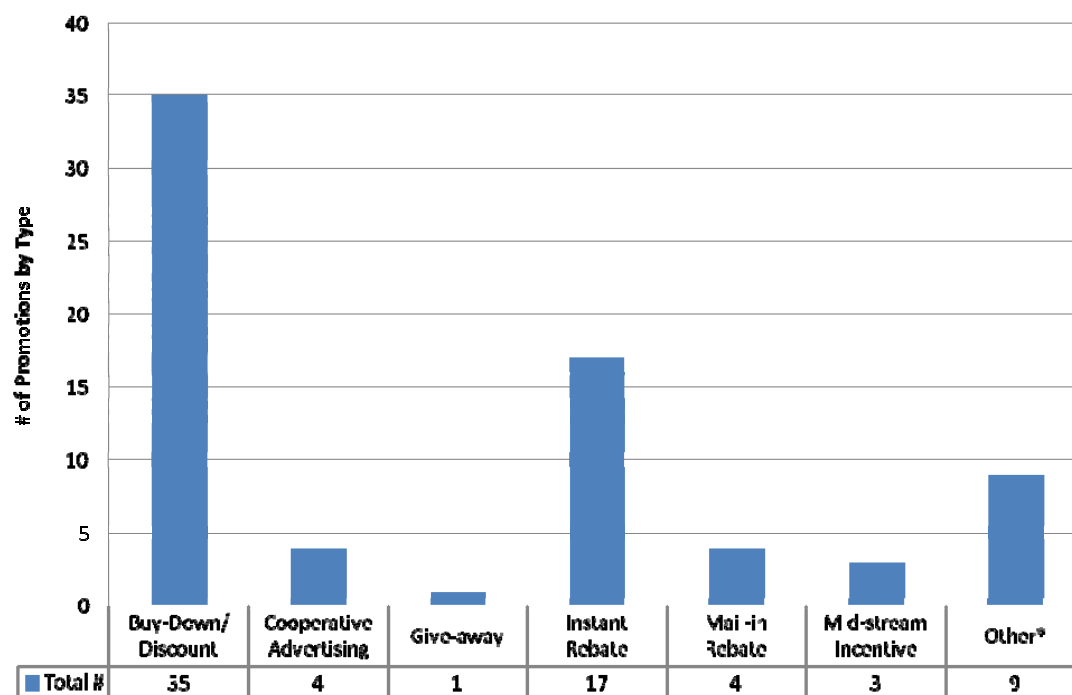
Regional Overview Northeast



Northeast Lighting Promotions by Product
Total = 73



Number of Promotions by Types in the Northeast



* Other Products - CFL w/pin base, DLS, Ceiling Fans, Vent Fans, New Construction, and Miscellaneous Commercial Incentives

* Other Promotion Types – Varies or Not Provided



Northeast Regional Snapshot



CFL CORRAL
THERE'S A NEW BULB IN TOWN

1 CFL = 10 Incandescent Bulbs

TIRED OF CHANGING BULBS?
CFLs CAN LAST 6 TO 10 TIMES LONGER THAN INCANDESCENTS.
[CLICK HERE TO LEARN ALL ABOUT CFLs](#)

JESSE SAYS
"Here's a light on a different level. Durable CFLs are available!"

SAVINGS CALCULATOR
Learn how much money CFLs can save for your energy bill. = \$\$\$\$\$

WHERE TO BUY
Locate CFL retailers and buy them online and more!

MORE WAYS TO SAVE
Learn what else you can do to save money and energy!

SAVING IS A BRILLIANT IDEA!

- CFLs will pay for themselves in less than 6 months.
- Each CFL bulb can save you up to \$50 in energy usage over their lifetime.
- CFLs use up to 75% less energy and last up to 10 times longer than incandescent bulbs, therefore reducing replacement costs.

¡AHORRAR ES UNA IDEA BRILLANTE!

- Los CFL (focos fluorescentes) se pagan por sí mismos en menos de 6 meses.
- Cada foco CFL puede ahorrarle hasta \$50 en el consumo de energía durante la vida del foco.
- Los CFL usan hasta 75% menos energía y duran hasta 10 veces más, por consiguiente reduciendo el costo de reemplazo.

Brought to you by:
The rock auto part

Unitil
mass save
MassSave.com/lighting

HERE'S A NEW twist ON SAVING MONEY!

Save up to \$50
Ahorra hasta \$50

powerofaction.com/vi

AT&T 12:30 AM

Back Program Information

mass save
Savings through energy efficiency

Up to 70% off
ENERGY STAR® qualified bulbs!

Shopping List Savings Summary

Qty	Description	Price	Savings
2	13W CFL, Twistier Medium base ENERGY STAR	\$3.47	\$7.00

ADD BULB EMAIL ME LIST BUY NOW

Create a shopping list, then tap on the **'BUY NOW'** button.

Buy bulbs through the app, and your discounts will **AUTOMATICALLY** be calculated after you enter your shipping address.

(Discounts available only to Massachusetts residents for home use)

Or tap here to find local stores with discounts ->
Discounts and bulb selection will vary by location.

New York State State Agencies Search all of NY.gov

nyserda
Energy. Innovation. Solutions.

Andrew M. Cuomo, Governor
Francis J. Murray, Jr., NYSEDA President and CEO

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BE THE BRIGHTEST BULB ON YOUR BLOCK

Switch to ENERGY STAR® qualified CFLs to save energy and money.



Regional Overview

Mid-Atlantic



- Over 11.9 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 6 Program Sponsors provided information
- Most annual lighting program budgets in the Mid-Atlantic are in the \$1-\$10 million range
- Partners in region are largely IOUs, and some co-ops
- In 2012, most partners will include LED lamps and fixtures, and some will offer specialty CFL bulbs and torchieres

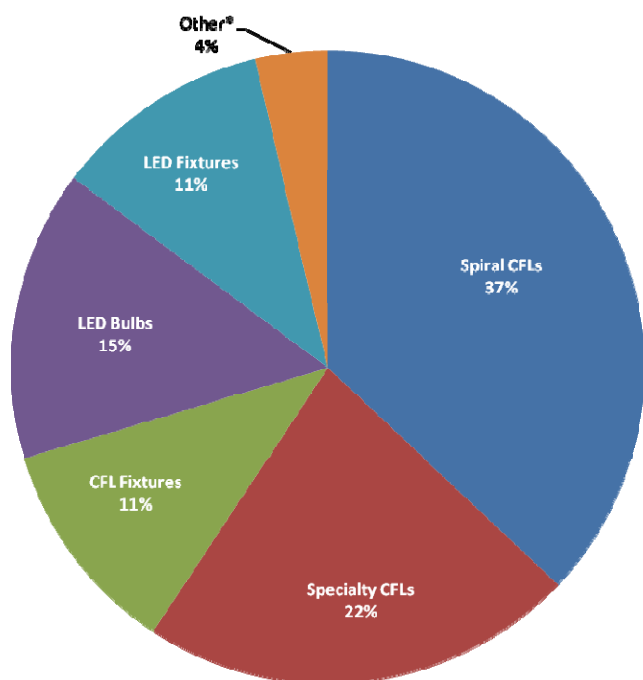


Regional Overview

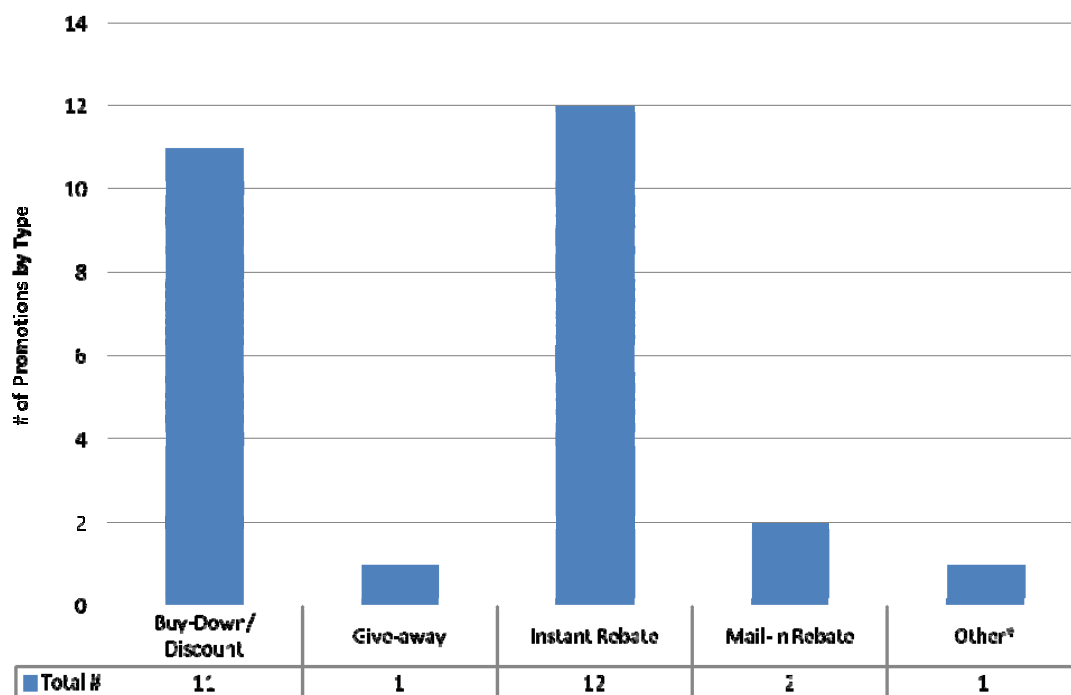
Mid-Atlantic



Mid-Atlantic Lighting Promotions by Product
Total = 27



Number of Promotions by Types in the Mid-Atlantic



* Other Products - CFL w/pin base, DLS, Ceiling Fans, Vent Fans, New Construction, and Miscellaneous Commercial Incentives

* Other Promotion Types – Statewide Education Effort



Mid-Atlantic Regional Snapshot



BGE Smart Energy Savers Program

Home > Residential > Lighting & Appliances > Lighting Discounts

Lighting Discounts



Up to \$2.50 Off!



\$10 Discount!

CFL Discounts

Discounts from the BGE Smart Energy Savers Program® can help you save \$2.50 per bulb* on select ENERGY STAR® qualified compact fluorescent light bulbs (CFLs).

- Use the [Store Locator](#) to find a participating retailer near you.
- Buy qualified CFLs and save up to \$2.50 per bulb instantly.

Receiving your discount is easy and in your purchase price. Stock up on

Benefits

ENERGY STAR qualified CFLs offer:

- Last up to 10 times longer
- Save up to \$65 in electricity
- Use about 75% less energy



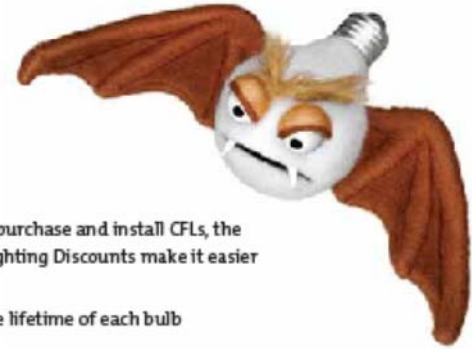
Take the Bite out of Bulbs. Install CFLs Today.

Save now with PECO discounted CFLs! The longer you wait to purchase and install CFLs, the more energy you waste on inefficient lighting. PECO Smart Lighting Discounts make it easier to make the switch right now. CFLs:

- Could save an average of \$30 on lighting costs during the lifetime of each bulb
- Use up to 75 percent less energy
- Last about 10 times longer

We put our energy into saving you money. Find more ways to save at www.peco.com/SmartIdeas or 1-888-5-PECO-SAVE (1-888-573-2672).

Discounts on CFLs available while supplies last. Savings may vary depending on individual use.



smart ideas®
for your home

Light Smarter



Pay Less



CFL discounts at participating retailers.

To find a store near you go to www.pplelectric.com/e-power



Regional Overview

Midwest



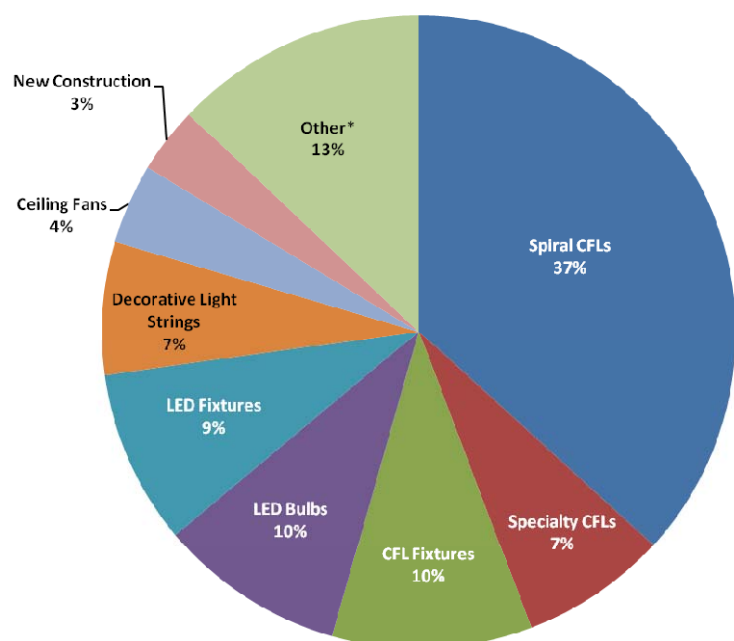
- Over 14.8 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 51 Program Sponsors provided information
- Most annual lighting program budgets in the Midwest are under \$1 million, with about 20 under \$250K
- Partners include large IOUs and many MUNIs and RECs
- IN jumped into lighting in 2011
- IL, OH, MI continue to ramp up; WI Focus on Energy



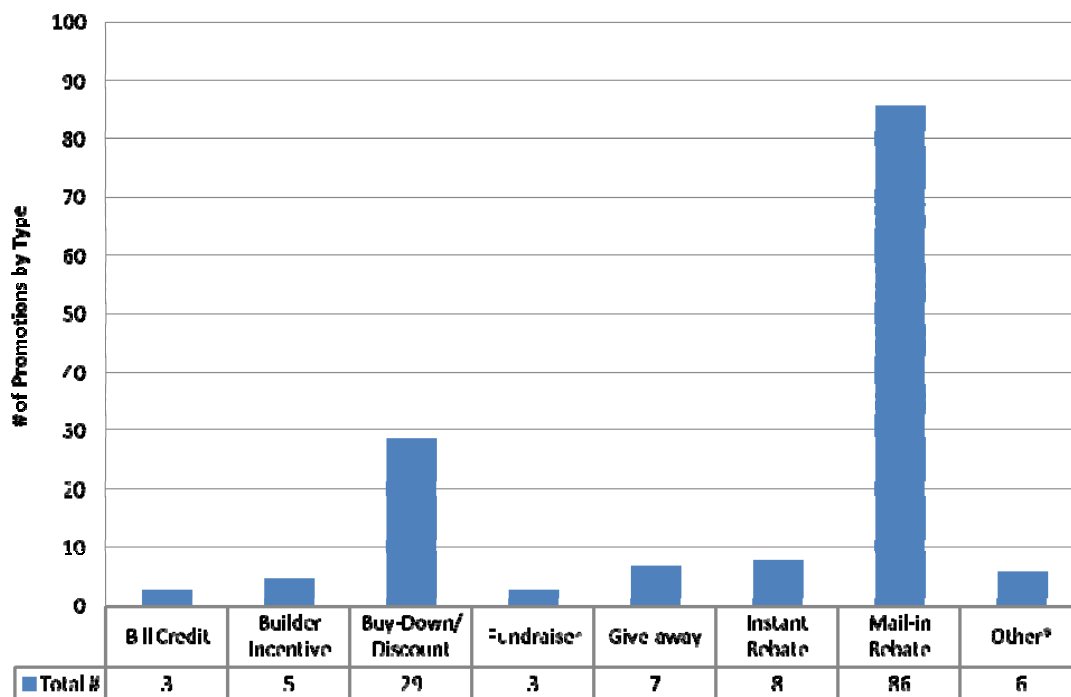
Regional Overview Midwest



Midwest Lighting Promotions by Product
Total = 147



Number of Promotions by Types in the Midwest



* Other Products - CFL w/pin base, Vent Fans, and Miscellaneous Commercial Lighting Incentives

* Other Promotion Types - Loan, Mid-stream, Recycling, Trade-in, TBD, Varies

Midwest Regional Snapshot



ActOnEnergy® Home | Contact Us | About Us

FOR MY HOME FOR MY BUSINESS FOR CONTRACTORS FOR KIDS MORE RESOURCES

Take the ENERGY STAR® Pledge

CLICK HERE!

Take the Pledge Giveaway!

Taking action to save money and our environment begins with one simple step: Take the ENERGY STAR® Pledge to replace just one light in your home with an ENERGY STAR qualified bulb. It's that easy!

By taking the pledge, millions of Americans have stopped the release of billions of pounds of greenhouse gas emissions and saved hundreds of millions of dollars in energy expenses.

Changing your home's lighting from incandescent bulbs to compact fluorescent light bulbs (CFLs) is one of the easiest, most cost-effective ways you can use less and spend less on energy.

Ameren Illinois

send to a friend print



AEP Ohio - Lighting - Windows Internet Explorer provided by Yahoo!

https://corpohio.com/save/programs/lighting.aspx?city=powell

File Edit View Favorites Tools Help

Google

Favorites Suggested Sites eBay Free Hotmail Web Site Gallery

AEP Ohio - Lighting

AEP OHIO
A part of American Electric Power

Home Your Account Outages & Problems Service Requests Safety Save Money & Energy Environment News & Information (Contact Us)

Lighting Program

Save Money & Energy / Savings Incentive Programs / Lighting

Logged Out / Log In
Switch to: Business Customer

In-home Energy Programs
Lighting
Appliance Recycling
Appliance Rebate Program
Programs For Kids
Energy Check Toolkit Library
Lending Program
ENERGY STAR New Homes

ENERGY STAR® LED Bulb Discounts

AEP Ohio is offering \$10-\$15 in-store discounts on select models of ENERGY STAR® light emitting diode (LED) bulbs. Purchases must be made Sept. 1 – Dec. 31, 2011 at participating Costco, Sam's Club, The Home Depot or Lowe's stores.

LED bulbs approach 80 percent efficiency, which means 80 percent of their electrical energy is converted to light energy. Compare that with incandescent bulbs which operate at about 20 percent efficiency. This pilot program is part of an overall initiative to reduce the price of selected ENERGY STAR qualified products for AEP Ohio customers.

gridSMART®
From AEP OHIO®

Download and print reward claim form at alliantenergy.com/rewards, or call 1-866-ALLIANT. (Monday - Friday, 7:20 a.m. - 5:30 p.m.)

For more information, go to alliantenergy.com/rewards or call 1-866-ALLIANT (1-866-295-4269).

Lighting and ceiling fans

You want to be energy efficient and save money on your energy bill. But where do you start? Energy-efficient lighting is a great first step. These products are affordable and easy to install. And talk about impact – something as small as replacing the bulbs in your five most-used light fixtures with energy-efficient compact fluorescent light bulbs can save you more than \$85 a year on electricity costs. Incentive: ENERGY STAR.

Compact fluorescent light bulbs (CFLs) (price of \$ per bulb, max. of 25 per year, per customer discount)

ENERGY STAR... \$5 per bulb, not to exceed 50% of purchase price

LED lighting

ENERGY STAR bulbs*... \$20 per fixture, not to exceed 50% of purchase price

ENERGY STAR hardwired indoor fixtures*... \$20 per fixture, not to exceed 50% of purchase price

NEW

• Ceiling-mounted with diffusers

• Recessed downlights

• Pendant-mounted downlights

• Surface-mounted downlights

ENERGY STAR hardwired outdoor fixtures*... \$20 per fixture, not to exceed 50% of purchase price

• Outdoor well-mounted porch light

• All LED bulbs and fixtures must be ENERGY STAR qualified for On-Qualified Reward.

Indoor light fixtures (\$ max.)

ENERGY STAR... \$20 reward

Ceiling fans or light kit (\$ max.)

ENERGY STAR... \$20 reward

Ceiling fans with light fixtures (\$ max.)

ENERGY STAR... \$40 reward

Occupancy sensors

Wellswitch... up to \$20 reward

Look for the ENERGY STAR label

Download and print reward claim form at alliantenergy.com/rewards, or call 1-866-ALLIANT. (Monday - Friday, 7:20 a.m. - 5:30 p.m.)

Lighting and ceiling fans Terms

- Alliant Energy must supply your electricity.
- Paid amounts will not exceed 50 percent of equipment purchase price.
- CFLs purchased with instant rewards do not qualify for a mail-in reward.
- A minimum purchase price of \$1 per CFL is required.
- Download claim form at alliantenergy.com/rewards.
- All LED bulbs and fixtures must be ENERGY STAR qualified.
- All lighting reward claim forms must include the ENERGY STAR logo and UPC code.

Regional Overview Southeast



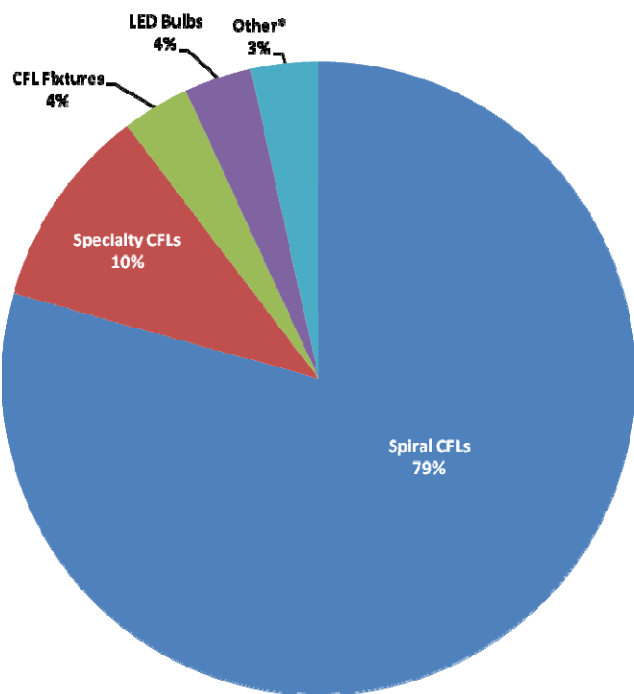
- Over 14.2 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 15 Program Sponsors provided information
- Lighting program budgets in the Southeast are mostly less than \$250K
- Partners include a mix of investor-, municipally-owned utilities and co-ops, distributors and state and local governments
- CFLs have been king, but 2012 will introduce specialty bulb and LED programs



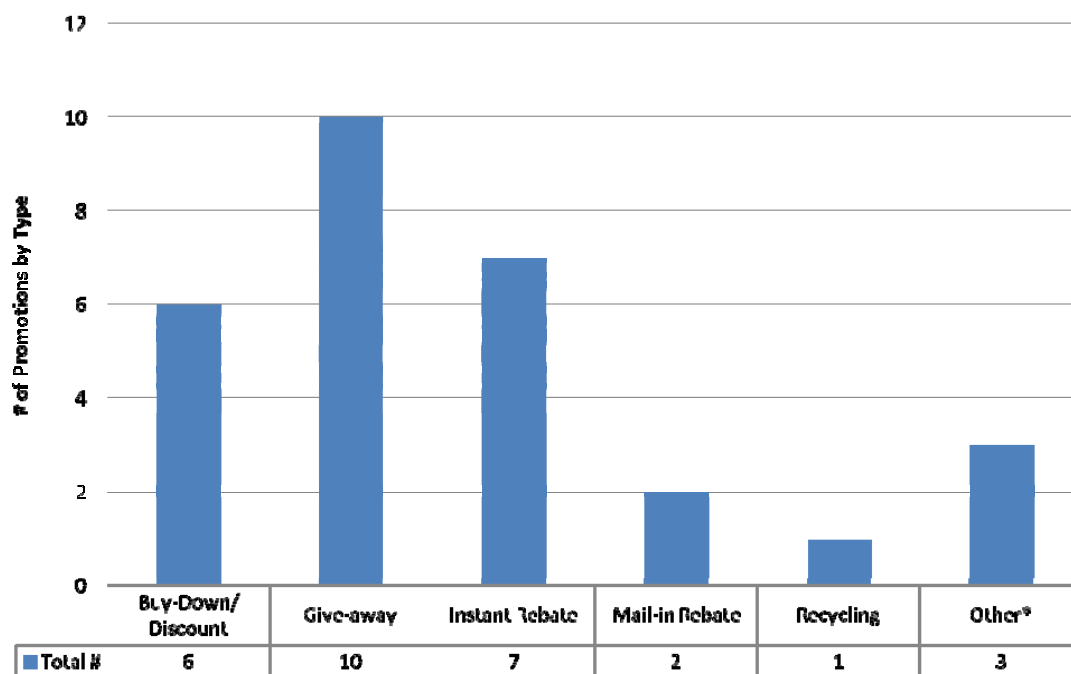
Regional Overview Southeast



Southeast Lighting Promotions by Product
Total = 29



Number of Promotions by Types in the Southeast



* Other Products - CFL w/pin base, LED Fixtures, DLS, Ceiling Fans, Vent Fans, New Construction, and Miscellaneous Commercial Incentives

* Other Promotion Types – Fundraiser or Not Provided

Southeast Regional Snapshot



"I pledge to do my part to save energy and help protect the environment."

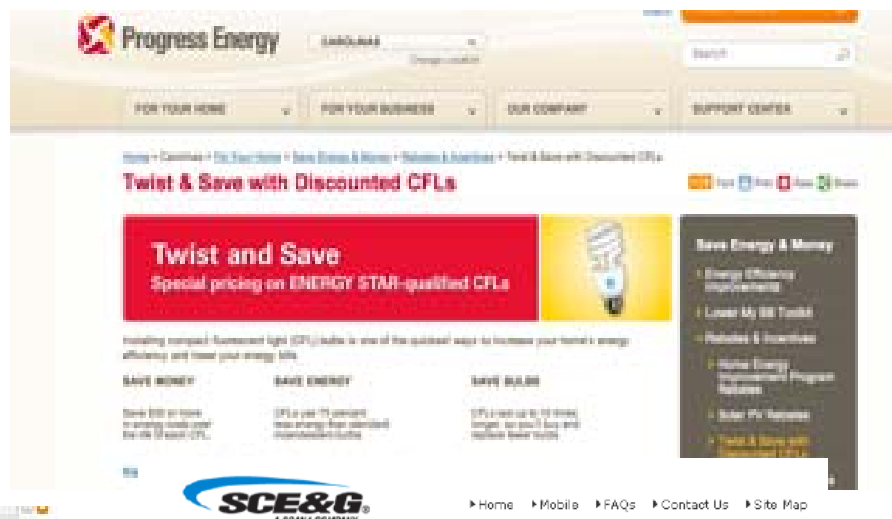
First Name* _____ Email _____
 Zip Code* _____

(*) Indicates a required field

I pledge to:

Replace _____ (up to 50) standard light bulb(s) in my home with an ENERGY STAR qualified compact fluorescent light bulb.

☐ Seal air leaks and insulate my home.



Account Sign In

Username _____
 Password _____ **sign in**
 Forgot username or password?
 Register for an online account

residential business

ENERGY STAR® Lighting Discounts

Get Instant Discounts on Energy Efficient CFLs!
 Save today with instant discounts from SCE&G. **Get up to \$1.50 \$3.00 per bulb*** on select ENERGY STAR® qualified compact fluorescent light bulbs (CFLs).

[Find a participating retailer near you](#)

You will receive your discount instantly at check-out in one of two ways:

Take the next step

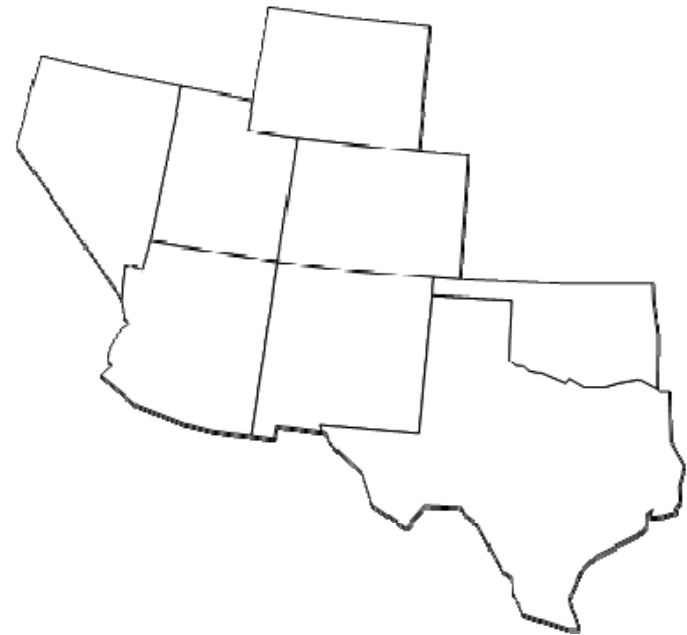
- [Find a retailer](#)
- [View upcoming lighting events](#)
- [Join the conversation](#)
- [Watch related videos](#)



Regional Overview Southwest



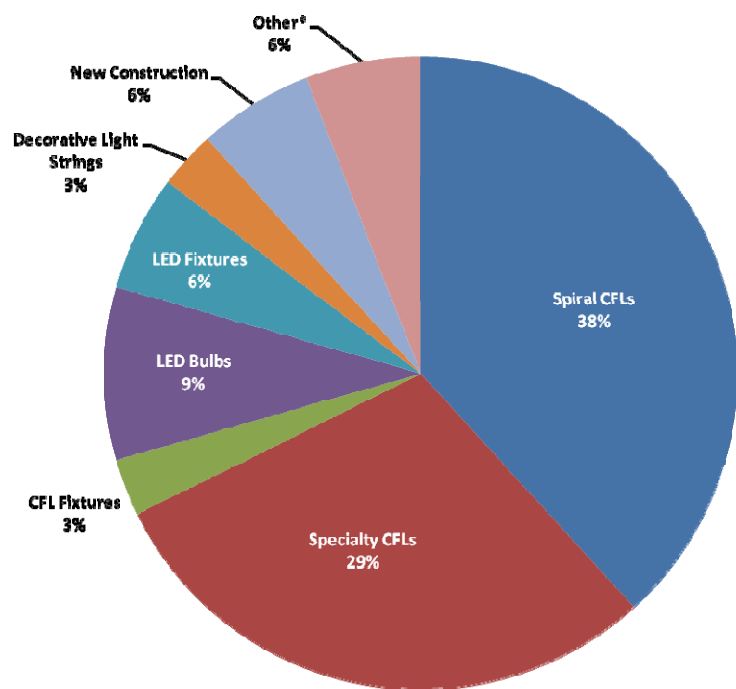
- Over 9.5 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 18 Program Sponsors provided information
- Lighting program budgets in the Southwest are a mix of smaller (less than \$250K) and larger (\$1-\$10 million) budgets
- Partners include a mix of investor- and municipally-owned utilities and co-ops
- Some partners introduced LED incentives in 2011; others offering EISA education
- Expect larger lighting program changes in 2012
- Some partners reconsidering lighting programs due to rising baselines



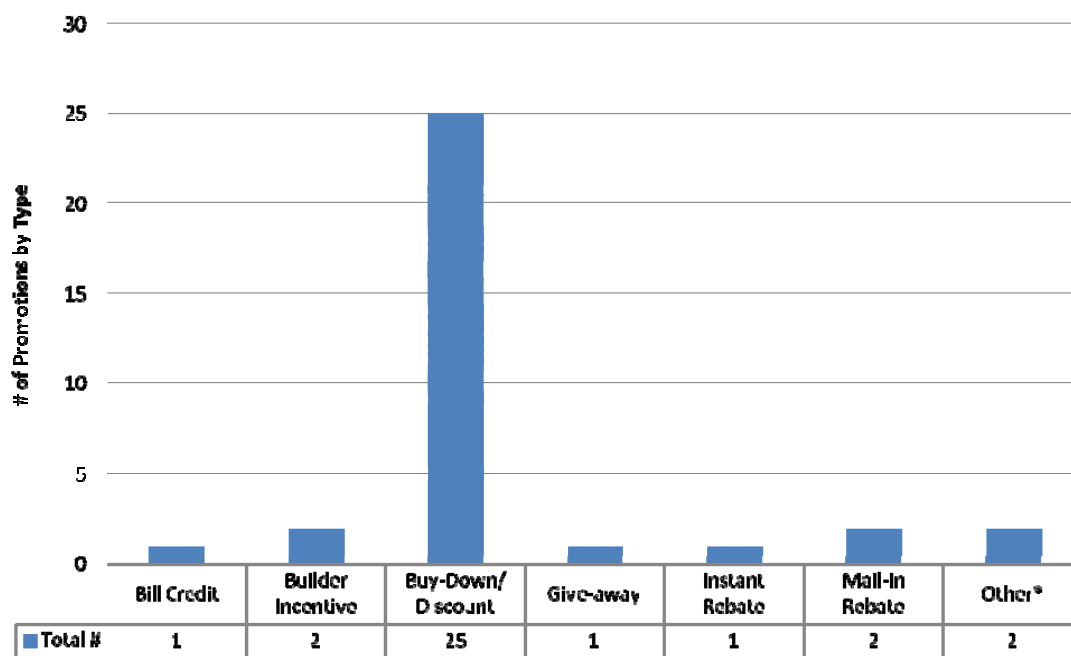
Regional Overview Southwest



Southwest Lighting Promotions by Product
Total = 34



Number of Promotions by Types in the Southwest



* Other Products - Miscellaneous Commercial Incentives

* Other Promotion Types – Commercial Custom Incentive

Southwest Regional Snapshot



Shoot for a CFL in Every Socket.

Learn how on the *APS Get in the Game* road tour!

- Buy one CFL, get one FREE
- Win a Suns VIP Experience
- Contests, giveaways and more!

Click to learn more.

APS

This program is funded by APS customers and approved by the Arizona Corporation Commission.

There's more to the Home & Garden Show than daisies.

Visit Pacific Power at the 2011 Central Washington Home & Garden Show and learn how an energy-efficient home saves money for you and your family.

PACIFIC POWER
Let's turn the answers on.



Xcel Energy and Domino's Pizza
bring a bright idea to your door step.

With each Domino's Pizza order, you will receive **two free energy saving compact fluorescent bulbs**.

When it comes to efficiency, compact fluorescent lights (CFLs) are deliciously efficient. Each and every one is designed to save you energy and money!

Install a CFL and you'll save up to \$5 per bulb per year. Even better, with a 7 – 10 year life span—it puts up to \$50 back in your pocket. Not only are you saving money, you are making a difference in New Mexico's environment. Don't wait to order your pizza and your free CFLs!

Offer only available while supplies last at participating stores. Don't forget to recycle your old CFLs.

Large Doubles
Two Large 1-Topping Pizzas
\$17.99
Plus Tax
XCEL

Deep Dish Extra.
Limited Time Offer.

Valid with coupon only at participating stores.

Artesia
575-746-0030
Carlsbad
575-887-3030
Clovis
575-769-3030
Hobbs
575-393-3030
Portales
575-359-2020
Roswell North
575-623-3030
Roswell South
575-622-3030



Regional Overview West



- Over 29.3 million residential customers are eligible for some type of ENERGY STAR lighting promotion
- 30 Program Sponsors provided information
- Lighting program budgets in the West are large; most have annual budgets of \$1-\$10 million and two report budgets over \$10 million
- In 2011, CA IOUs are running LED pilots as well as continuing to promote basic and specialty CFLs

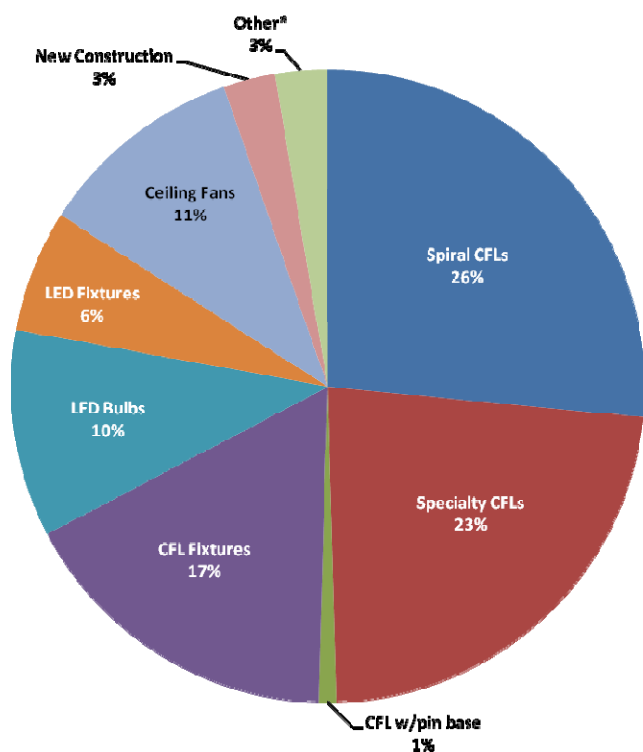


Regional Overview West

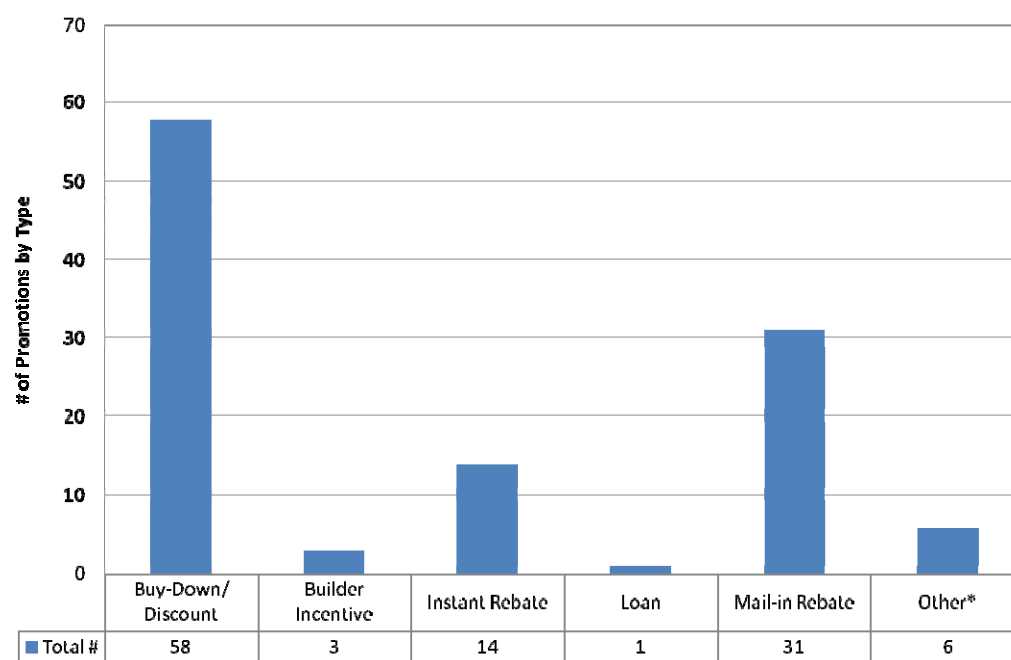


West Lighting Promotions by Product

Total = 113



Number of Promotions by Types in the West



* Other Products – Decorative Light Strings, Vent Fans, or Miscellaneous Incentives (e.g., Super Lamps)

* Other Promotion Types – TBD, Trade-in, or Not Provided

West Regional Snapshot



RE-ENERGIZE YOUR LIGHTING

75% CFL BULBS USE FAR LESS ENERGY

Make sure to look for the ENERGY STAR label when you rock the bulb!

For more information call a PSE Energy Advisor at 1-800-562-1482, Monday through Friday, 8 a.m. to 5 p.m.
PSE.COM/ReENERGIZE

ENERGY STAR® Light Fixture Selection Guide
 There's an ENERGY STAR fixture available to match your décor.

SIMPLE FACTS

- Bulbs last at least 10,000 hours
- 3 year ballast / 2 year lamp warranty (double the industry standard)
- Decorative options to fit any décor
- Excellent bulb fit every time
- Thermal design eliminates "hot spots" in the fixture
- Features such as dimming or motion sensors are available

ADDITIONAL RESOURCES

[Frequently Asked Questions](#)
[Find a Store](#)

See more examples at www.energystar.gov

FLUSH MOUNT SCONCE, HANGING SCONCE, PENDANTS, VANITY BARS, CHANDELIERS, CEILING MOUNT, TRACK LIGHTING, RECESSED CAN, OUTDOOR WALL, OUTDOOR POST

ENERGY STAR hard-wired fixtures use bulbs that do not have the typical screw in base. Instead, these fixtures accept GU-24 bulbs that have a base with two pins that twist and lock into place.

Instant \$5 Rebate

Instant Rebate Provided by PG&E

PG&E recommends energy-efficient lighting products

ECS 16 WW FL 866 - 920

SOUTHERN CALIFORNIA EDISON®
 An EDISON INTERNATIONAL® Company

OPERATION LAMP EXCHANGE

Please select a language (if needed)
 Select Language
 Powered by Google Translate

Home Events Rules New Lamps Warranties Results

OPERATION LAMP EXCHANGE
 is an energy efficiency program that allows residential customers of Southern California Edison to exchange inefficient halogen and incandescent light fixtures for new, Energy Star labeled lamps.

Regional Recap



- Lighting programs offered in every region, variety of delivery methods, varying budgets
- Regions have different approaches, but significant savings in lighting programs remain
- General feedback indicates progressive expansion

Tune in to 1:00PM session on Lighting Portfolio Planning