Fort Collins Utilities
Residential Lighting Program

ENERGY STAR Lighting Partners Meeting
San Diego
12/16/05
Fort Collins Utilities

Municipal utility, 60K customers
> 25-yr track record of energy-efficiency programs
2003: ENERGY STAR® partner
2003: Electric Energy Supply Policy
2004: Strategic plan + budget
2004: Baseline survey: lighting, appliances
2005: Lighting pilot program design + implementation

. . . still on the learning curve!!
## Approach

Market transformation = sustainable change

<table>
<thead>
<tr>
<th>Supply side</th>
<th>Demand side</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Retailer focus</td>
<td>• Raise awareness</td>
</tr>
<tr>
<td>• Manufacturers:</td>
<td>• Stimulate purchases</td>
</tr>
<tr>
<td>ride coat-tails</td>
<td></td>
</tr>
</tbody>
</table>

Multi-year program
Pilot Program Goals

- Get feet wet and learn
- Develop initial materials
- Intro program to community
- Cultivate retailer interest
- Let mfgers know about new market
- Begin to increase CFL sales
- Test the market
2005 major elements
• Discounted CFL bulbs
• Retail field services
• In-store promo / info events
• Torchiere turn-in events
• Consumer education
• ENERGY STAR
Barriers

- Immature CFL market
  - Limited retailer knowledge, stock
  - [Limited consumer knowledge?]
- Low electricity costs
- Limited budget and staff time
- Limited experience working with retailers and manufacturers
- First in Colorado
- Short time line
Factors in Our Favor

- Product advances
- Compelling consumer benefits
- Untapped market
- Educated, “green” community
- Talented, hard-working staff
- Experienced consultants
- Role models / resources
- Fall “lighting season”
- Rising energy prices
Results / Bulbs

- High level of customer demand
- Biggest challenge: keep products on shelf
- HDs and Sam’s Club among top store sales nationally
Results / Torchieres

- High level of customer interest + demand
- Largely driven by safety
- Positive customer feedback
- Rain checks a hassle

![Chart showing ordered vs actual total](chart.png)
## Results / Economic

Program as a whole: looks good!

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total resource cost test</td>
<td>6.3</td>
</tr>
<tr>
<td>Rate impact measure test</td>
<td>0.69</td>
</tr>
<tr>
<td>Utility cost test</td>
<td>4.5</td>
</tr>
<tr>
<td>Participant test</td>
<td>11.4</td>
</tr>
<tr>
<td>Customer simple payback</td>
<td>0.6</td>
</tr>
<tr>
<td><strong>Utility CCE</strong></td>
<td><strong>$0.012 / kWh</strong></td>
</tr>
<tr>
<td><strong>TRC CCE</strong></td>
<td><strong>$0.018 / kWh</strong></td>
</tr>
</tbody>
</table>
Observations / Summary

• Models evolved by other programs work – use them!
• Legal agreements
• CFL latent market
• People respond to “deals”
• Maintaining product supply important
• Retail field services critical
• FC Utilities has strong credibility with customers
Thank You, Pioneers!

California
NWEEA
NEEP
MEEA
Wisconsin
et al
Thank You, Program Partners!

[Logos of various companies]