California Efficiency Objectives

- “The Quality of our Environment is Everyone’s Responsibility.”

- The California Utilities (IOUs) are again responsible for “Portfolio Planning” which entails providing economical, reliable electric service. Energy efficiency is high in the portfolio mix.
Who’s promoting ENERGY STAR® Lighting?

- EPA/DOE - ENERGY STAR®
- California Utilities
- Market Transformation Groups
- State Agencies
- Consultants to one or more
- Manufacturers
- Retailers
How “We” Promote ENERGY STAR® Lighting?

- Educate, advertise - sustained behavioral changes
- Conduct promotions - grab customer’s attention
- Facilitate manufacturer’s new interactions with retailers – buydowns get the retailer’s attention
- Influence building codes and standards
How “We” Promote … Con’t

- Instant discounts via interested retailers
- Manufacturer buydowns with manufacturer/retailer partnerships
- Mail-in rebates
What are Utility concerns?

$ Spent / Results
Concerns… Con’t

- Savings meet “load shape” curve
- Reliable as the construction of a new generation source
- Improvements that impact the overall efficiency picture (ie power factor)
State of California Market

- Over 35 million residents
- 5th largest economy in the world
- Ripe with both national chain retailers and independent retailers
- About 85% of the state is served by the combined service of PG&E, SCE, SDG&E and SMUD
California Status

Significant Progress made since 2001

Per Xenergy Study:

- CFL awareness is very high, 82% awareness.
- 56% of households may have tried a CFL.
- Only 13% were somewhat or very dissatisfied.
- Opportunities remain with appropriate applications and availability of newer improved products.
2003 Accomplishments

- Rebate Dollars Paid: $12,213,619
- ENERGY STAR® CFLs Rebated: 6,351,014
- ENERGY STAR® Fixtures Rebated: 106,832
- Participating Retail Storefronts: 2,164
Summary

- Relationships/partnerships have formed
- Mutually benefited from many manufacturers and retailers
- Look forward to more in-roads into the lighting market with all of your help.
“The Quality of our Environment is Everyone’s Responsibility.”