

2004 ENERGY STAR® Lighting Partner's Meeting

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Austin, Texas

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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

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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.



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Everyone’s Responsibility.”