



CEE Lighting Committee

New Approaches to Residential Lighting for New Jersey

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NJCEP Res Market Managers

- Honeywell
 - Prime contractor
 - HVAC
 - Energy Efficient Products (Pedro Cabrera)
- CSG
 - Home Performance
 - Marketing
- Magrann Associates
 - RNC
- VEIC
 - Planning

NJCEP 2008 Res Program Offerings



New Jersey Energy Efficient
Products

New Jersey ENERGY STAR® Homes

Home Performance with
ENERGY STAR

CoolAdvantage and
WarmAdvantage Programs

NJCEP Res Lighting

- Drivers for Program Design
 - Proven effectiveness of upstream CFL promotions
 - Demonstrated limitations of upstream CFL promotions
 - Market-driven changes in the residential lighting market
 - Federal minimum efficiency standards for incandescent lighting
 - Advent of new (SSL) technologies

Energy Efficient Products

- Clothes Washer promotion (MEF 2.0+)
- Dehumidifier promotion
- RAC promotion
- Light Fixture promotion (120,000 units)
- CFL Markdown (7.5 million units under MOU)
- Green New Jersey Resource Team initiatives for residential lighting (500,000 CFLs and portable fixtures under MOU)

2008 GNJRT Initiatives

- Objectives
 - Reach non-participants in markdown
 - Recruit for other NJCEP residential programs
 - Capitalize on potential of CFLs and portable fixtures as “gateway” measures
 - Work with community and other non-retail partners

2008 GNJRT Initiatives

- What we did....
 - Obtained authority to use incentive budget for creative promotions on a \$/unit basis
 - Issued a competitive RFP allowing freedom in approach (and a higher incentive per unit than markdown).
- What we got...
 - 15 proposals from which we selected 6

PROJECT **P**archlight




Channel	Target Customers	Messages
Volunteers	Neighbors	“Simple Actions Matter”
Community Organizations	Community Members	Neighbors support efficient lighting
Local Government		Community supports efficient lighting

Green Faith

Channel	Target Customers	Messages
Houses of worship	Congregants	Caring for the earth is a religious value
Religious schools	Students	Efficient lighting cares for the earth
Faith-based organizations	Volunteers	Caring for the earth is a religious value



Fundraising For Students & The Environment

Channel	Target Customers	Messages
Community Events	Community members	Help your school, save energy, protect the environment
Schools	Students	(same)



Channel	Target Customers	Messages
High school kids	Elderly	Energy efficiency for the future
High school kids	Low income housing residents	Energy efficiency to save money



Saving our customers money
One light bulb at a time.



Channel	Target Customers	Messages
Energy fairs at large employers	Employees of large companies	Your employer supports energy efficiency
Energy fairs at public agencies	Public Employees	The State of New Jersey supports energy efficiency



**ENERGY FEDERATION
INCORPORATED**

Channel	Target Customers	Messages
Internet store	Participants in other NJCEP programs	Affordable efficient lighting for all applications

2008 GNJRT Initiatives

- What have we learned (so far)?
 - There are more potential partners and resources out there than we thought
 - There is strong enthusiasm, in at least part of the population, to contribute to solving our energy efficiency challenges
 - Working with social marketing means letting stakeholders interpret your message