

Summary of Residential Lighting Programs in the United States and Canada



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Table of Contents

- Product Types Included by Program..... 5
- Allegheny Power..... 8
- Ameren Illinois Utilities..... 9
- Avista 10
- BC Hydro 11
- Bonneville Power Administration (BPA) 13
- California Energy Commission 15
- Cape Light Compact 16
- City of Palo Alto Utilities..... 17
- ComEd..... 19
- Connecticut Light and Power..... 20
- Detroit Edison..... 22
- Efficiency Maine..... 23
- Efficiency Vermont 24
- Energy Trust of Oregon..... 26
- Eugene Water & Electric Board (EWEB)..... 27
- FortisBC..... 29
- Hydro-Québec..... 31
- Idaho Power Company..... 33
- Kansas City Power and Light..... 35
- Long Island Power Authority (LIPA)..... 36
- Midwest Energy Efficiency Alliance (MEEA)..... 37
- National Grid 39
- New Jersey's Clean Energy Program..... 40
- New York State Energy Research and Development Authority (NYSERDA) 42
- Northwest Energy Efficiency Alliance (NEEA) 44
- NSTAR Electric 45
- NV Energy 47
- Pacific Gas and Electric Company (PG&E)..... 49
- PacifiCorp (Pacific Power and Rocky Mountain Power)..... 51
- Platte River Power Authority..... 52
- Potomac Electric Power Company (Pepco and Delmarva) 53
- Progress Energy Carolinas..... 55
- Public Service Company of New Mexico (PNM)..... 56
- Puget Sound Energy 58
- Sacramento Municipal Utility District (SMUD)..... 61
- Salt River Project 63

San Diego Gas and Electric (SDG&E).....	64
SaskPower.....	66
Seattle City Light	67
Southern California Edison.....	69
Southern Minnesota Municipal Power Agency	71
Tacoma Power	73
Unitil	75
Western Massachusetts Electric Company.....	77
Wisconsin Focus on Energy.....	79
Xcel Energy.....	81

Product Types Included by Program

Organization	CFLs	Fluorescent Fixtures	LED Lamps	LED Fixtures	Other
Allegheny Power	X				
Ameren Illinois Utilities	X	X			
Avista Utilities	X				
BC Hydro	X	X			LED Holiday Lights
Bonneville Power Administration	X	X			
Cape Light Compact	X	X	X	X	
City of Palo Alto	X		X		LED Holiday Lights
Commonwealth Edison	X	X			
Connecticut Light and Power	X	X	X	X	
Detroit Edison	X				LED Holiday Lights
Efficiency Maine	X				
Efficiency Vermont	X	X	X	X	Cold Cathode CFLs
Energy Trust of Oregon	X				
Eugene Water & Electric Board	X	X		X	
FortisBC	X	X	X	X	Metal Halide
Hydro-Québec	X	X		X	
Idaho Power	X	X		X	
Kansas City Power and Light	X				
Long Island Power Authority	X	X		X	Cold Cathode CFLs
Midwest Energy Efficiency Alliance	X	X		X	
National Grid	X	X	X	X	

CEE  Residential Lighting Program Summary

Organization	CFLs	Fluorescent Fixtures	LED Lamps	LED Fixtures	Other
New Jersey's Clean Energy Program	X	X		X	
NYSERDA	X	X		X	
Northwest Energy Efficiency Alliance	X	X	X	X	
NSTAR	X	X	X	X	
NV Energy	X	X			
Pacific Gas and Electric	X	X	X	X	
PacifiCorp	X	X			
Platte River Power Authority	X				
Potomac Electric Power Company	X				
Progress Energy Carolinas	X				
Public Service New Mexico	X				
Puget Sound Energy	X	X			
Sacramento Municipal Utility District	X	X		X	
Salt River Project	X				LED Holiday Lights
San Diego Gas & Electric	X	X	X	X	LED Holiday Lights
SaskPower					LED Holiday Lights
Seattle City Light	X	X			
Southern California Edison	X	X	X	X	High-efficiency incandescents and Super Lamps
Southern Minnesota Municipal Power Agency	X	X		X	
Tacoma Public Utilities	X	X			

Organization	CFLs	Fluorescent Fixtures	LED Lamps	LED Fixtures	Other
Unitil	X	X	X	X	
Western Mass Electric Co.	X	X	X	X	Low-mercury CFLs
Wisconsin Focus on Energy	X	X		X	LED Holiday Lights
Xcel Energy	X				

Organization	Allegheny Power
Type	Utility
Service Territory	MD: 230,000 Residential Customers PA: 620,000 Residential Customers
Program Name	MD: Residential CFL Rebate Program PA: CFL Rewards Program
Program Background	
Budget	MD: \$0.5 Million PA: \$1.1 Million
Goals and Objectives	MD: 5.7 Million kWh PA: 18.6 Million kWh
Contact	Kurt Schneider, Program Development Analyst (724) 830-5670, kschnei@alleghenypower.com
Web Site	MD: http://www.alleghenypower.com/EngConserv/MD/WattWatchers/RebateCFL.asp PA: http://www.alleghenypower.com/EngConserv/PA/WattWatchers/RebateCFL.asp
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs Budget: MD: \$0.5 Million, PA: \$1.1 Million Promoted Through: Mail-in rebates Program Targeted To: Consumers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Same as 2010

Organization	Ameren Illinois Utilities
Type	Gas and electric utility
Service Territory	1.2 million electric and 800,000 gas residential customers throughout 44,000 square miles of central and southern Illinois
Program Name	Act On Energy Lighting and Appliances Program
Program Background	
Budget	Program year runs from June 1 to May 31. Currently in the 2009 Program Year 2 of a 3 year program. Budget for lighting and appliances for PY2 is \$2.8 million and PY3 is \$5.9 million.
Goals and Objectives	Overall Goals: Net MWh for PY2 is 28,909 and for PY3 is 88,175 Evaluation Method: Market transformation.
Contact	Karen Warnke, Energy Efficiency Advisor 217-535-5028, kwarnke@ameren.com
Web Site	www.ActOnEnergy.com
2010 Program Components	
Replacement Lamps	Technologies Included: Standard and specialty CFLs only at this time Budget: PY2 - \$2.8 and PY3 - \$5.9 (Budget also includes a small appliance rebate program) Promoted Through: Mark down to manufacturer Program Targeted To: Customers
Fixtures	Technologies Included: Ceiling Fans with Light Kits Budget: N/A Promoted Through: \$20 rebate, POP, newspaper ads, bill inserts, educational materials on rebate form Program Targeted To: Customers
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	N/A

CEE  Residential Lighting Program Summary

Organization	Avista
Type	Utility
Service Territory	About 353,000 electric customers in E. WA & N. ID.; and 313,000 Natural Gas customers in E. WA, N. ID & S. OR
Program Name	Change a Light Program (BPA-retail buy-down), CFL Distribution Program, School CFL Fundraiser Program, and CFL Recycling Program
Program Background	
Budget	Calendar year budget cycle and \$463,000 budget
Goals and Objectives	Overall Goals: 5,000,000 kWh savings Evaluation Method: TRC
Contact	Camille Martin
Web Site	www.avistautilities.com
2010 Program Components	
Replacement Lamps	Technologies Included: Specialty CFLs Budget: \$359,518 Promoted Through: Contractor/Retailers/Avista Program Targeted To: Avista Electric Residential Customers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	Avista is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	TBA

Organization	BC Hydro
Type	Utility
Service Territory	The utility serves 1.6 million residential customers across British Columbia
Program Name	ENERGY STAR Lighting Program
Program Background	
Budget	The program's total budget is approximately \$2.5 million. This is for both ENERGY STAR Fixtures and CFL specialty bulbs.
Goals and Objectives	Produce annual incremental energy savings of 7.3 GWh from April 2009-June 2010 Stimulate the sale of 10,000 CFLs & 40,000 Fixtures. Results are also evaluated by assessing customer response to campaign, number of sales, increase in ENERGY STAR shelf space at retail as well as adoption and penetration of CFL's in residential homes in British Columbia
Contact	Oscar Ceron, Program Manager 604-453-9215, oscar.ceron@bchydro.com
Web Site	www.bchydro.com
2010 Program Components	
Replacement Lamps	ENERGY STAR Specialty CFLs are promoted using the following tactics: CFL Retail Specials: BC Hydro will partner with retailers and manufacturers to promote Power Smart "specials" on specialty CFLs (A-line, dimmable, reflector, globe, etc.) typically at a \$3 discount. The discount will be instantly applied at retail. POS material will be used to highlight the discount. No regular CFLs will be featured. Employee Friends and Family Initiative: During October, Power Smart employees can receive 12 Specialty CFLs that they must distribute to people within their community that aren't currently using CFLs. Employees will speak to the benefits of CFLs. The idea is get employees to be ambassadors of energy efficiency and educate the market that CFL types go beyond the standard spirals. Power Smart Outreach teams are engaged at specific retail events. Further awareness activities include radio and print advertisements and direct mail.
Fixtures	ENERGY STAR Fixtures will be promoted using the following tactics: Buy-Downs: BC Hydro will offer manufacturer buy-downs on various ENERGY STAR Fixture types. The buy-down amount differs by product dependant on potential energy savings when displacing inefficient lighting. Instant Discounts: In-store instant discounts will be offered at retailers that were not able to do the buy-down. Average discount is \$5 per fixture. Most retail partners use this method of incentive Both the buy-down and in-store instant discounts are referred to as Power Smart "specials" that will be promoted through a mass advertising campaign during seasonal campaign period of October-November and March-April. POS material will be at the shelf level and throughout the store

Other Technologies	<p>The Solid State Lighting portion of the program includes awareness activities for holiday lights only. The program targets consumers and promotes solid state ENERGY STAR-labeled holiday lights through an awareness campaign. Incentives are not offered within the program as the price points have reached low levels.</p> <p>Incentives for ENERGY STAR qualified SSL fixtures and the lamps in late 2010 are being examined for inclusion into the general program at retail or possibly showrooms.</p>
Comprehensive Lighting Programs	<p>The current program design focused on a combination of traditional CFL's with the expected inclusion of Energy Star SSL products.</p>
Research	<p>Every 2 years BC Hydro conducts a large scale Residential End Use Study. A subsection of which covers residential lighting. In addition online surveys are conducted to better understand consumer's awareness of Energy Star lighting products. Program Evaluations are also conducted when required.</p>
Lighting for Tomorrow	<p>BC Hydro is a Lighting for Tomorrow Sponsor and promotes ENERGY STAR Fixtures in general to support the effort. Our primary audience is consumers visiting large retail. Big box, Drugstore and Grocers who carry Energy Star products however showrooms are an area of interest for a particular market segment.</p>
Future Program Components	
Plans for 2011	<p>We are currently exploring the next phase of funding for 2011-2012. The strategy would be to continue to promote and provided incentives on Energy Star Specialty CFL's and Fixtures with the addition of ENERGY STAR LED lamps and fixtures when appropriate. Future planning will also have to consider the impact of national and provincial regulations on general service lighting.</p>

Organization	Bonneville Power Administration (BPA)
Type	Federal Agency
Service Territory	Bonneville Power Administration (BPA) supplies power to 130 retail utilities and serves 4.8 million consumers in Idaho, Oregon, Montana, Washington, and parts of Wyoming, Nevada, and California.
Program Name	Simple Steps. Smart Savings.
Program Background	
Budget	\$6 million for the period of 4/1/10 – 12/31/11
Goals and Objectives	The goal of this promotion is to build on the success of the Change a Light campaign to increase consumer awareness and market penetration of residential energy efficient products and technologies, delivering greater energy savings to participating utilities. This promotion will promote ENERGY STAR CFLs for those specialty applications exempted by the 2007 Energy Independence and Security Act (EISA), energy efficient light fixtures, showerheads, and other products deemed cost effective.
Contact	Megan McCabe, Fluid Market Strategies (program partner) 503-808-9003, mmccabe@fluidms.com Sarah F. Moore, BPA Residential Lead 503-230-4157, sfmoore@bpa.gov
Web Site	www.SimpleStepsNW.com
2010 Program Components	
Replacement Lamps	This promotion will promote ENERGY STAR CFLs for those specialty applications exempted by the 2007 Energy Independence and Security Act (EISA), and LEDs as quality, cost effective product becomes available. Technologies Included: CFLs, specialty CFLs, LEDs Budget: \$5,917,500 Product Incentive: \$0.50 - \$5.50. Promoted Through: Retail markdowns, builder channel markdowns, online fulfillment, direct mail, and direct install program models. Program Targeted To: Consumers
Fixtures	Technologies Included: This promotion will promote ENERGY STAR energy efficient GU-24 light fixtures in retail and builder channels with a retail markdown mechanism. Budget: \$933,075 Product incentive: \$10.00 Promoted Through: Brochures, POP, retail markdowns Program Targeted To: Consumers

CEE  Residential Lighting Program Summary

Other Technologies	This promotion will promote energy efficient showerheads and other products deemed cost effective through retail markdown, online fulfillment, direct mail, and direct install program models.
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	Bonneville Power Administration is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	This program is scheduled to continue until 12/31/11.

Organization	California Energy Commission
Type	State Agency
Service Territory	All of California's ratepayers
Program Name	Public Interest Energy Research (PIER) Buildings Efficiency Program
Program Background	
Budget	Roughly 1-3 million dollars/year for lighting research (varies)
Goals and Objectives	<p>The overall goal of PIER is to Support public interest energy research that advances energy science and technology through research, development, and demonstration programs. Please see the link below for information on all the various programs in PIER.</p> <p>www.energy.ca.gov/research/index.html</p> <p>In PIER, the Buildings Efficiency Program area funds the majority of lighting research. This program area focuses on lowering building energy use in both new and existing buildings in residential and commercial applications. The research supported by the Buildings Program area specifically targets the development or improvement of energy efficient technologies, strategies, tools, and building performance evaluation methods.</p>
Contact	Dustin Davis, Project Manager 916-657-1002, DLDavis@energy.state.ca.us
Web Site	www.energy.ca.gov/research/buildings/index.html
2010 Program Components	
Replacement Lamps	N/A
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	California Energy Commission is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	Continue to fund most of our lighting research through the California Lighting Technology Center (CLTC) at UC Davis in Davis, CA.

Organization	Cape Light Compact
Type	Energy Efficiency Service Provider
Service Territory	Over 158,000 customers on Cape Cod.
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Margaret Song, Cape Light Compact 508-375-6843, msong@capelightcompact.org Heather Vail, Lockheed Martin 508-460-3416, heather.j.vail@lmco.com
Web Site	www.capelightcompact.org / www.masssave.com
2010 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	Cape Light Compact is a Lighting for Tomorrow Sponsor
Future Program Components	
Plans for 2011	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions.

Organization	City of Palo Alto Utilities
Type	Municipal Utility
Service Territory	24,495 in Palo Alto, California
Program Name	Residential Lighting Promotions
Program Background	
Budget	We are on a fiscal year. Residential lighting programs are a relatively small part of our portfolio and budget, as residential usage is only 20% of utility load.
Goals and Objectives	Utility goals for efficiency programs are available at www.cityofpaloalto.org/civica/filebank/blobdload.asp?BlobID=19011 We complete bi-annual customer satisfaction surveys, collect and report data on customer participation rates, and so on.
Contact	Andrea Hart, Utility Account Representative (650) 329-2434
Web Site	www.cityofpaloalto.org/utilities
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs, Holiday Lights, LED's. Budget: A total of about \$100,000 Promoted Through: CFLs are given away to participants in the low-income upgrade and weatherization program (REAP) and to those who participate in free in-home audits (Green@Home). Residents can exchange one box of incandescent holiday lights for one box of LED holiday lights in November and December. Residents will be able in April and May to purchase two LED lights for a combined total of \$8. Residents will be encouraged to respond to a utility survey about preferred lamp and quality of light from the LED bulbs. Program Targeted To: Residents
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	We are starting a Home Energy Reporting program, but it will not focus on lighting. In addition, our LED spring promotion is a research project (see replacement lamp section above).
Lighting for Tomorrow	N/A

Future Program Components	
Plans for 2011	We plan to continue the CFL and holiday light programs, but add to the LED programs as new lamps and fixtures become ENERGY STAR certified.

Organization	ComEd
Type	Utility
Service Territory	3.5 million residential customers in the northern 2/3 of IL, including Chicago metro area
Program Name	ENERGY STAR® Lighting
Program Background	
Budget	Program Year 2 (June 2009-May 2010) - \$12 million Program Year 3 (June 2010-May 2011) - \$14.2 million
Goals and Objectives	Increase the sale of ENERGY STAR lighting products (CFLs and fixtures) Program Year 2 target – 126,349 Net MWh Program Year 3 target – 149,322 Net MWh
Contact	Alicia Forrester, Program Manager 630-576-6917, alicia.forrester@comed.com
Web Site	www.comed.com/smartideas.com
2010 Program Components	
Replacement Lamps	ENERGY STAR CFLs (spiral and specialty) through a markdown retail program where all ComEd residential customers are able to get an instant discount on qualifying CFLs at participating retailers. The discounts are promoted in-store with POP, field rep demonstrations and special placement where possible. The discounts are further promoted on our web site and via bill inserts.
Fixtures	ENERGY STAR lighting fixtures such as ceiling flush mounts, desk lamps, bathroom vanity bars and outdoor. Like the CFLs, the fixtures are discounted at retail through a markdown program and are promoted in the same manner as CFLs.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	We are in the beginning process of evaluating PY2.
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Our Plans for 2011 is partly referenced above as PY3 which takes ComEd to May/11. We are in the beginning stages of building our next three year plan that would start in June/11 and determining the role that lighting will play.

Organization	Connecticut Light and Power
Type	Utility
Service Territory	The utility serves approximately 1.2 million customers in the state of Connecticut.
Program Name	Retail Products
Program Background	
Budget	The budget is \$7.5 million in 2010.
Goals and Objectives	Overall Goals: The program goal is to achieve 316,949,106 kWh in savings and impact the sale of over 2.3 million of products. The savings goals are measured in kWh and kW.
Contact	Stephen Ritson, Applied Proactive Technologies, Inc. (413) 731-6546, stephenr@appliedproactive.com
Web Site	www.cl-p.com
2010 Program Components	
Replacement Lamps	<p>Technologies Included: The program includes bare spiral CFLs and specialty or covered products such as “A-line” products and residential light fixtures. In addition, The program will consider lighting products that utilize LED technology proving they qualify under the DOE ENERGY STAR specification. These products must be available for residential use and will be considered on a case-by-case basis.</p> <p>Budget: The total share budget for the program is \$5,781,000 in incentives.</p> <p>Promoted Through: 1) Negotiated Cooperative Partnerships (NCPs) that provides incentives to manufactures and/or retailers to lower the cost of eligible lighting products, 2) instant coupon rebates, 3) a web based and printed catalog “SmartLiving Catalog”, 4) discounted lighting products offered at community events, fairs and large customer enterprises, and 5) CFL fundraising opportunities to schools and civic groups, as well as Point Of Purchase and educational materials.</p> <p>Program Targeted To: Residential customers who purchase new eligible lighting.</p>
Fixtures	<p>Technologies Included: CFL interior light fixtures, portable lamps, or qualified ceiling fan with light kits.</p> <p>Budget: Same as above mentioned in the Replacement Lamps section.</p> <p>Promoted Through: Same as above mentioned in the Replacement Lamps section.</p> <p>Program Targeted To: Same as above mentioned in the Replacement Lamps section.</p>
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	The Company recently conducted a market evaluation of CFLs in Connecticut.

Lighting for Tomorrow	Connecticut Light and Power is a Lighting for Tomorrow Sponsor. We promote LFT through trainings for builders.
Future Program Components	
Plans for 2011	N/A

CEE  Residential Lighting Program Summary

Organization	Detroit Edison
Type	Utility
Service Territory	2.1 million electric, 1.3 million natural gas
Program Name	Your Energy Savings program
Program Background	
Budget	January 2010 to December 2010 Incentive budget \$1,962,000
Goals and Objectives	kWh saved, number sold, market penetration
Contact	Denise Allard, Principal Program Advisor 313-235-9418, allardd@dteenergy.com
Web Site	www.dteenergy.com
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs, Specialty CFLs and Holiday lighting LEDs Budget: Incentive Budget \$1,962.000 Promoted Through: In store events, bill insert, e-connections newsletter, e-mail, in-store POP material, web site, and community events. Program Targeted To: Residential customers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	Market potential and penetration studies
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Re-filing in March 2010

Organization	Efficiency Maine
Type	Energy Division of the Maine Public Utilities Commission.
Service Territory	600,000 residential customers in the State of Maine
Program Name	Residential Lighting Program.
Program Background	
Budget	FY 10 \$1,300,000
Goals and Objectives	Overall Goals: Move 1,000,000 CFLs Evaluation Methods: 1) Increase consumer awareness of cost-effective options for conserving energy; 2) Create more favorable market conditions for the increased use of efficient products and services; 3) Promote sustainable economic development and reduced environmental damage; 4) Reduce the price of electricity over time for all consumers by achieving reductions in demand for electricity during peak use periods; and 5) Reduce total energy costs for electricity customers in the State by increasing the efficiency with which electricity is consumed.
Contact	Richard Bacon, Program Manager 207-287-8349, richard.bacon@maine.gov
Web Site	www.energymaine.com
2010 Program Components	
Replacement Lamps	Technologies Included: All CFLs Budget: \$1.3 million Promoted Through: Incentives / Buy-Downs / Marketing Program Targeted To: Consumers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Not complete at this time.

Organization	Efficiency Vermont
Type	Energy Efficiency Utility
Service Territory	All of Vermont, except the City of Burlington, approximately 305,000 ratepayers
Program Name	Efficiency Vermont Retail Efficient Products Lighting Promotion
Program Background	
Budget	For each of 2010 and 2011: approximately \$2 million (about \$1.5 million for incentives and \$500,000 for marketing)
Goals and Objectives	Overall Goals: Approximately 30,000 MWh in 2010. Evaluation Methods: We are also tracking Specialty CFLs as a proportion of all the CFLs promoted through Efficiency Vermont's Efficient Lighting Promotion. This is part of a three year goal to increase the percentage of Specialty CFLs to 30% of the total by 12/31/2011, up from approximately 10% in 2009.
Contact	Michael Russom, Efficient Products Market Manager 802-488-7599
Web Site	www.encyvermont.com / www.newbulbintown.com
2010 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs (standard and specialty), cold cathode CFLs, ENERGY STAR integral LEDs (starting summer of 2010). Budget: Both replacement lamps and fixtures included in budget above (but about 98% goes to replacement lamps) Promoted Through: Through financial incentives (about 88% through upstream promotions and 11% through instant coupons), multi-media marketing campaigns (print-ads, TV ads) and special events. Program Targeted To: Consumers.
Fixtures	Technologies Included: ENERGY STAR-qualified fluorescent fixtures and ENERGY STAR labeled LED Downlights Budget: Both replacement lamps and fixtures included in the budget above (but about 2% goes to fixtures). Promoted Through: Efficiency Vermont promotes ENERGY STAR labeled CFL fixtures primarily with incentives. Efficiency Vermont currently has a \$10 instant rebate coupon for ENERGY STAR labeled CFL fixtures, and also supports limited upstream promotions with incentives of similar value per product. Program Targeted To: Consumers

Other Technologies	<p>Other Technologies Included: ENERGY STAR LED downlights.</p> <p>Budget: Approximately \$100,000 in 2010, and \$300,000 in 2011.</p> <p>Promoted Through: Instant rebates to the customer. Plans to pilot an upstream promotion with the incentive going to retailers in 2010.</p> <p>Program Targeted To: Consumers.</p>
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	<p>Efficiency Vermont is a Lighting for Tomorrow sponsor. Efficiency Vermont supports LFT by distributing yearbooks to builders participating in the Vermont ENERGY STAR Homes service, Lighting Showrooms, etc. We also have display copies in the Efficiency Vermont Booth at Home Shows and similar events. We target consumers, showrooms, and builders.</p>
Future Program Components	
Plans for 2011	<p>While the volumes of Standard Spiral CFLs are expected to continue to grow in 2011, the savings for these CFLs recognized by Vermont regulators will diminish. As a result, Efficiency Vermont will continue to ramp up its promotion of ENERGY STAR labeled Downlights and ENERGY STAR labeled screw based products in 2011.</p>

Organization	Energy Trust of Oregon
Type	Statewide Efficiency Program Administrator
Service Territory	Energy Trust serves Oregon customers of Portland General Electric, Pacific Power, NW Natural and Cascade Natural Gas.
Program Name	Energy Trust New Homes and Products.
Program Background	
Budget	Energy Trust Products runs January 1, 2010 – December 31, 2010. For lighting initiatives, there is a budget of \$1,101,481.85.
Goals and Objectives	Program goals are to save 21,364,766 kWh and support the sales of over 580,483 CFLs. The program continues to create long-term viability for ENERGY STAR branded lighting by continuing to implement on-the-ground retailer focused marketing, education, sales training and tools to fortify ENERGY STAR brand awareness among consumers and market actors.
Contact	Kendall Youngblood, Residential Sector Manager 503-445-7622, kendall.youngblood@energytrust.org
Web Site	www.energytrust.org
2010 Program Components	
Replacement Lamps	The lighting initiative provides discounted specialty CFLs to 21 large retail partners who do not typically carry CFLs or who carry only high-priced CFLs. The initiative works with manufacturers and retailers to increase production of CFLs and the availability of products in the market. The initiative offers marketing support, and services and tools to help utility partners achieve their energy savings goals. The lighting initiative also offers a CFL fundraiser, which works with schools, congregations, and organizations to raise funds while selling CFLs. Participating groups earn a 50 percent profit on each bulb sold.
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Program plans for 2011 have not been finalized yet.

Organization	Eugene Water & Electric Board (EWEB)
Type	Publicly owned water & electric utility
Service Territory	86,721 total customers (77,579 residential) over 235 square miles of Lane County, Oregon – primarily Eugene, Oregon.
Program Name	Residential Lighting rebates, CFL buy-down program (Change a Light)
Program Background	
Budget	UNK
Goals and Objectives	Overall Goals: save kWh, increase public awareness, market transformation Evaluation Methods: number of rebates, customer satisfaction surveys
Contact	Colleen Wedin – Energy Management Specialist III 541-685-7362, colleen.wedin@eweb.org
Web Site	www.eweb.org
2010 Program Components	
Replacement Lamps	Technologies Included: CFL lamps, specialty CFLs, - All must be ENERGY STAR Budget: UNK Promoted Through: At the retail level, through field staff, in the office via publications, energy advisors, other field staff performing audits, energy education seminars. We also do direct installation at times of field appointments. Program Targeted To: Our residential customers
Fixtures	Technologies Included: ENERGY STAR CFL and LED fixtures Budget: UNK Promoted Through: At the retail level, at the wholesale level, through field staff, in the office via publications, energy advisors, other field staff performing audits, energy education seminars Program Targeted To: Our residential customers
Other Technologies	Other Technologies Included: ENERGY STAR LED fixtures Budget: UNK Promoted Through: Currently due to availability being limited to the wholesale/electrician market, that is where we promote this program Program Targeted To: Residential customers via electricians and wholesalers
Comprehensive Lighting Programs	N/A
Research	N/A

CEE Residential Lighting Program Summary

Lighting for Tomorrow	EWEB does not participate in Lighting for Tomorrow on the residential level, but our commercial staff participates.
Future Program Components	
Plans for 2011	Continue rebate programs and customer education.

Organization	FortisBC
Type	Utility.
Service Territory	We service 160,000 residents in the south eastern area of British Columbia.
Program Name	PowerSense
Program Background	
Budget	We budget January to December and have \$254,000 budgeted for 2010. We anticipate that the budget will more than double in 2011.
Goals and Objectives	Overall Goals: The overall goal is 2.4 m kWh
Contact	Keith Veerman, Manager Energy Efficiency 250 469-8072
Web Site	www.fortisbc.com
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs and Energy Star LEDs Budget: \$254,000 Promoted Through: Rebate forms, point-of-sale rebates, wholesale point-of-sale rebates Program Targeted To: Consumers, retailers and wholesalers
Fixtures	Technologies Included: Fluorescent and hard-wired LED luminaires Budget: Not specific broken down: \$543,000 Promoted Through: Incentives, education/marketing Program Targeted To: Consumers, builders/developers, retailers and wholesalers
Other Technologies	Other Technologies Included: Metal halide Budget: See above Promoted Through: Incentives, education/marketing Program Targeted To: Consumers, retailers and wholesalers
Comprehensive Lighting Programs	Program includes controls and sensors.
Research	We just completed an end-of-use survey which illustrates CFL penetration: 23% CFLs, 11% fluorescents.
Lighting for Tomorrow	N/A

Future Program Components	
Plans for 2011	We anticipate that rebate values and marketing budget will be significantly expanded (budget has not been approved and specifics have not yet been detailed).

Organization	Hydro-Québec
Type	Utility
Service Territory	The utility serves 2.9 million residential customers across Quebec, Canada
Program Name	Energy Wise lighting program
Program Background	
Budget	Approximately \$3.75 million. This is for both ENERGY STAR Fixtures and CFL specialty bulbs.
Goals and Objectives	Overall Goals: Produce annual incremental energy savings of 19.3 Gwh for 2010 To reach this goal, we must have 150,000 CFL and 40,000 lighting fixtures Evaluation Methods: We evaluate our program on many aspects, like the market penetration, number of sales, how many coupons we received, surveys and studies about the influence we have on CFL customers, etc.
Contact	Jonathan Grondin, Program Manager 514-879-4100 ext. 6585 Joanne Lemire, Program Manager 514-879-4100 ext. 5130
Web Site	www.hydroquebec.com/residential/eclairage/index.html
2010 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs (standard and specialty) Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers.
Fixtures	Technologies Included: ENERGY STAR-qualified fluorescent fixtures and ENERGY STAR labeled LED Downlights. Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers
Other Technologies	Other new technologies Included: ENERGY STAR LED downlights. Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers.
Comprehensive Lighting Programs	N/A
Research	N/A

CEE  Residential Lighting Program Summary

Lighting for Tomorrow	Hydro-Québec is a Lighting for Tomorrow sponsor. Promotion of LFT winners is encouraged as part of Markdown RFP process.
Future Program Components	
Plans for 2011	Like 2010

Organization	Idaho Power Company
Type	Utility
Service Territory	Southern Idaho/Eastern Oregon: 404,373 Residential Customers
Program Name	Energy Efficient Lighting
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: 15,000,000 kWh annually, educate customers about energy efficient lighting
Contact	Patti Best, Program Specialist 208-388-5948, pbest@idahopower.com
Web Site	www.idahopower.com/changealight Incentives on ENERGY STAR fixtures offered through our Home Products Program: www.idahopower.com/homeproducts
2010 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR qualified CFLs Budget: N/A Products Promoted Through: Markdowns, education Program Targeted To: Consumers
Fixtures	Technologies Included: ENERGY STAR qualified fixtures (fluorescent and LEDs) Budget: N/A Products Promoted Through: Up to \$15/fixture incentive Program Targeted To: Consumers
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A

Future Program Components	
Plans for 2011	Partner with BPA to offer specialty bulb markdowns at retailers. Run independent spiral CFL promotion. Offer incentives on Energy Star qualified fixtures through Home Products Program.

Organization	Kansas City Power and Light
Type	Investor Owned Utility
Service Territory	KCP&L services more than 800,000 customers in 47 northwestern Missouri and eastern Kansas counties - a service territory of approximately 18,000 square miles.
Program Name	Lighting the Future
Program Background	
Budget	Not available.
Goals and Objectives	Overall Goals: 2010 Goal of 27,284 CFL bulbs sold through retailers.
Contact	Mike Schifman, Program Manager 816-654-1776, mike.schifman@kcpl.com
Web Site	www.kcpl.com/residential/changelight.html / www.kcpl.com/business/affordhomes.html / www.kcpl.com/homeperf/
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs Budget: N/A Products Promoted Through: POS materials, events and bill inserts. Retailer partnership offers price markdown of select ENERGY STAR CFLs, and distribution of CFLs at awareness events and door to door campaigns. Program Targeted To: The CFL component of the program is targeted towards customers located within the Greater Missouri KCP&L service territory.
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	N/A

CEE  Residential Lighting Program Summary

Organization	Long Island Power Authority (LIPA)
Type	Utility/Energy Efficiency Program Sponsor
Service Territory	Nearly 1 million residential customers on Long Island
Program Name	Long Island Power Authority Energy Efficient Products Program
Program Background	
Budget	Calendar year 2010: \$2,300,000 (includes incentives, and rebates)
Goals and Objectives	Overall Goals: The total MW goal for the entire Energy Efficient Products Program (including lighting) is 8.72 for 2010. The MWH goal (including lighting) is 92,959 for 2010. Evaluation Methods: Results are evaluated by the number of products sold/rebated.
Contact	Renee Crespi/Program Manager 631-755-5301, rcrespi1@service.lipower.org
Web Site	www.lipower.org/efficiency
2010 Program Components	
Replacement Lamps	Technologies Included: Bare Spiral CFLs, Specialty CFLs and Cold Cathode Budget: \$1,925,000 Products Promoted Through: Instant Coupons on Specialty bulbs all year round. Two seasonal promotions on bare spirals. Upstream promotions and through marketing with bill Inserts, Newsday Ad, Web Site advertising, In Store Promotions Program Targeted To: Consumers, Retailers and Manufacturers
Fixtures	Technologies Included: Fluorescent and some SSL. Budget: \$375,000 Products Promoted Through: Upstream promotions. Program Targeted To: Consumers, Retailers and Manufacturers.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	There is a planned Lighting Evaluation for 2010
Lighting for Tomorrow	Long Island Power Authority is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	None at this time.

Organization	Midwest Energy Efficiency Alliance (MEEA)
Type	Energy Efficiency Organization
Service Territory	13-state footprint covering the Midwest
Program Name	Lights for Learning
Program Background	
Budget	July – May, annually. 2009-2010 program budget of \$525k.
Goals and Objectives	<p>Overall Goals:</p> <ul style="list-style-type: none"> 140 participating schools 200 in-school presentations 15,000 students attending presentations 170 fundraisers 2,400 students fundraising 35,000 energy-efficient products sold <p>Evaluation Methods: Survey results from program participants, press coverage of participating schools, parent/teacher feedback</p>
Contact	Chad Bulman, Program Manager 312-784-7275
Web Site	www.Lights4learning.org
2010 Program Components	
Replacement Lamps	<p>Technologies Included: CFLs, specialty CFLs, CFL multipacks</p> <p>Budget: \$116k of \$525k program budget allocated strictly toward incentives.</p> <p>Products Promoted Through: Education, direct sale by participants for fundraising purposes</p> <p>Program Targeted To: Primarily, to schools, students, and teachers. Secondarily, the students' families and communities they approach to sell products to.</p>
Fixtures	<p>Technologies Included: Fluorescent, LEDs.</p> <p>Budget: Same as replacement lamps</p> <p>Products Promoted Through: Same as replacement lamps</p> <p>Program Targeted To: Same as replacement lamps</p>
Other Technologies	N/A
Comprehensive Lighting Programs	It does in the sense that we couple energy-efficient products with a strong behavioral component that not only teaches students to use energy-efficient products, but to use them intelligently (right bulb for right applications, turn out lights, etc.).

CEE Residential Lighting Program Summary

Research	2008-2009 program was evaluated by third party, though report is not completed.
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Same program as current year with expanded geographical coverage. Some program framework tweaks to improve performance but nothing concrete until later in the spring.

Organization	National Grid
Type	Utility
Service Territory	1.2 Million customers in 168 communities in Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	Overall Goals: The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, heather.j.vail@lmco.com
Web Site	www.masssave.com
2010 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	National Grid is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions.

CEE  Residential Lighting Program Summary

Organization	New Jersey's Clean Energy Program
Type	Utility
Service Territory	State of New Jersey residential customers served by investor owned utilities ~ 8,000,000 customers.
Program Name	New Jersey's Clean Energy Program
Program Background	
Budget	1/1/20210-12/31/2010
Goals and Objectives	Overall Goals - The goal of the residential lighting program is to increase market share and achieve kWh savings through sales of ENERGY STAR qualified lighting products and community level initiatives.
Contact	Pedro Cabrera 973-890-9500, pedro.j.cabrera@honeywell.com
Web Site	www.njcleanenergy.com
2010 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs (standard and specialty) Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers.
Fixtures	Technologies Included: ENERGY STAR-qualified fluorescent fixtures and ENERGY STAR labeled LED Downlights. Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers.
Other Technologies	Other new technologies Included: ENERGY STAR LED downlights. Promoted Through: Financial incentives for upstream promotions and community-level initiatives through an RFP process. Program Targeted To: Residential Consumers.
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	New Jersey's Clean Energy Program is a Lighting for Tomorrow sponsor. LFT fixtures are encouraged as part of Markdown RFP process.

Future Program Components	
Plans for 2011	New Jersey's Clean Energy Program continues to support the promotion of standard CFLs, but is placing a greater emphasis on specialty and LED lighting. Community initiatives continue to be supported through NJECP's Green New Jersey Resource Team to increase the awareness of efficient lighting and cross-promote other efficiency programs.

Organization	New York State Energy Research and Development Authority (NYSERDA)
Type	State Government
Service Territory	Over 6 million households in New York State Electric System Benefits Charge (SBC) Territory: Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., New York State Electric & Gas Corporation, National Grid, Orange and Rockland Utilities, Inc., and Rochester Gas & Electric Corporation.
Program Name	New York Energy \$martSM Products Program (NYESPP)
Program Background	
Budget	\$2.0 MM for program implementation; \$1.95 MM for program incentives (program-wide budget)
Goals and Objectives	<p>NYESPP goals include the following:</p> <ul style="list-style-type: none"> To increase public awareness of energy-efficient appliances, lighting, consumer electronics. To educate and train retail sales staff throughout New York state on ENERGY STAR and energy-efficient products and how to upsell these products. To expand the offering of ENERGY STAR and energy-efficient products in the New York retail market through partnerships with manufacturers worldwide. To reduce kilowatt hours and peak load in New York State. To increase the market share of ENERGY STAR and energy-efficient products. <p>Evaluation Methods: Cumulative market share of ENERGY STAR lighting products, and increase in the amount of lighting partners.</p>
Contact	Mark Michalski, Associate Project Manager 518-862-1090 x3237, mm2@nyserda.org
Web Site	www.GetEnergySmart.org / www.nyserda.org
2010 Program Components	
Replacement Lamps	<p>Technologies Included: CFLs, Specialty CFLs</p> <p>Budget: N/A (rolled into program incentive budget); \$6.0 MM for CFLs/Specialty CFLs as part of the Energy Efficiency Portfolio Standard (EEPS) CFL Expansion Program</p> <p>Products Promoted Through: Educational advertising and promotions, mark-downs/buy-downs; mark-downs and buy-downs ONLY for EEPS CFL related promotions</p> <p>Program Targeted To: Upstream and Midstream markets (for both funding sources)</p>
Fixtures	<p>Technologies Included: Fluorescent</p> <p>Budget: N/A (rolled into program incentive budget)</p> <p>Products Promoted Through: Educational advertising and promotions, mark-downs/buy-downs</p> <p>Program Targeted To: Upstream and Midstream markets</p>

Other Technologies	<p>Other Technologies Included: We're promoting Category A SSL fixtures (downlights, under cabinet lighting, cove lighting, outdoor lighting)</p> <p>Budget: N/A (rolled into program incentive budget)</p> <p>Products Promoted Through: Educational advertising and promotions, mark-downs/buy-downs</p> <p>Program Targeted To: Upstream ONLY</p>
Comprehensive Lighting Programs	<p>We're working with our commercial program to develop a universal Right Light program that will address the above technologies in a commercial and residential setting. Brainstorming on program design is on-going.</p>
Research	<p>As part of the EEPS CFL program, our evaluation team is conducting a multistate modeling report that other CEE members have contributed funding to.</p>
Lighting for Tomorrow	<p>NYSERDA is a Lighting for Tomorrow sponsor.</p> <p>LFT fixtures are promoted through yearbook mailings to lighting showrooms and builders</p>
Future Program Components	
Plans for 2011	<p>Continue the implementation of the EEPS CFL Program, develop and implement the Right Light Program, expand Program promotion LED products</p>

CEE  Residential Lighting Program Summary

Organization	Northwest Energy Efficiency Alliance (NEEA)
Type	Regional market transformation organization funded by Northwest electric utilities.
Service Territory	Idaho, Montana, Oregon and Washington
Program Name	Northwest ENERGY STAR Homes Program
Program Background	
Budget	Currently lighting budget is contained within the overall budget for the homes program as part of technical assistance.
Goals and Objectives	Overall Goals: To obtain 50% lighting sockets in the ENERGY STAR homes in WA, ID and MT and 75% of fixtures need to be outfitted in Oregon. For the ENERGY STAR Homes program goals are to obtain 15% market share on new homes in 2010.
Contact	Anne Brink, Market Manager Residential New Construction
Web Site	www.northwestenergystarhomes.com
2010 Program Components	
Replacement Lamps	The lighting component of the homes program includes ENERGY STAR CFL's or LED's. Some utilities offer incentives on the lighting. However, the program mainly works with builders and showrooms to ensure proper application of energy efficient lighting. We do one on one training and occasional group trainings.
Fixtures	The lighting component of the homes program includes ENERGY STAR CFL or LED fixtures. Some utilities offer incentives on the lighting. However, the program mainly works with builders and showrooms to ensure proper application of energy efficient lighting. We do one on one training and occasional group trainings.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	We are working on a long term lighting and tracking monitoring study to determine changes that have occurred in the market since NEEA exited the program. The report will examine any changes in availability, price of CFLs, consumer perceptions and current market share findings.
Lighting for Tomorrow	Northwest Energy Efficiency Alliance is a Lighting for Tomorrow sponsor. We include LFT information in training and in newsletters. We also recruit Northwest builders to compete in the LFT lighting design competition.
Future Program Components	
Plans for 2011	Continued inclusion in the new construction program.

Organization	NSTAR Electric
Type	Utility
Service Territory	770,000 customers in 81 communities throughout Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, heather.j.vail@lmco.com
Web Site	www.masssave.com
2010 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	Working on behalf of the Massachusetts Sponsors (Sponsors), The Cadmus Group, Inc. (Cadmus) is seeking to understand consumer choices involving energy-efficient specialty compact fluorescent lamps (CFLs) and TV sets. Cadmus is planning to carry out a choice-based conjoint survey to gather information on consumers' energy-efficient purchasing decisions. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient CFLs and TV sets.
Lighting for Tomorrow	NSTAR is a Lighting for Tomorrow sponsor.

Future Program Components	
Plans for 2011	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions.

Organization	NV Energy
Type	Utility
Service Territory	Around 1 million residential customers in the state of Nevada and part of California
Program Name	ENERGY STAR Residential Lighting Program
Program Background	
Budget	The budget cycle for 2010 is January – July. \$2,474,562 total incentive budget for all measures
Goals and Objectives	Overall Goals: The goals for the 2010 Program are to achieve 81,161,528 kWh savings across three NV Energy service territories. The program will achieve these goals through retail sales at 163 participating stores, direct distribution and direct install measures. Evaluation Methods: Program results are evaluated on manufacturer sale through data.
Contact	Adam Grant, Project Manager (702) 402-2183, agrant@nvenergy.com Ian Guerry, Program Manager (804) 338-7013, iguerry@ecosconsulting.com
Web Site	www.nvenergy.com/saveenergy/home/rebates/lighting
2010 Program Components	
Replacement Lamps	The Lighting Program offers a variety of CFLs and specialty CFLs to residential customers. The promotion of efficient lighting is carried out through retail channels and direct distribution / direct installation opportunities. The program is design to reach a broad customer base through a targeted, all-encompassing retail channel approach, including big-box, wholesale, grocery, discount, and locally owned stores. Additionally, CFLs are distributed in capacity constrained areas through social marketing partnerships. The Program offers an average incentive of \$1.28 per bulb with an annual budget of \$2,474,562 Promotions are marketed through community outreach events, specially-designed retailer point-of-purchase materials, internal utility communications, and periodically radio and TV advertisements.
Fixtures	Incentives are provided for light fixtures that contain a pin-based CFLs. ENERGY STAR light fixtures are promoted through retail channels and direct install programs. The budget for this measure is \$231,250, used to achieve a goal of 1,537,000 kWh. They are promoted and distributed through a combination of upstream buy-downs as well as low-income direct distribution projects with the utility covers the entire cost of the measure.
Other Technologies	N/A
Comprehensive Lighting Programs	While we are not actively promoting emerging technologies at this point, we are actively involved in build model home change-outs which garner substantial energy savings for 12 and 24 hour use model homes

CEE Residential Lighting Program Summary

Research	We are in the process of designing a utility sponsored market analysis based on surveys and focus groups to determine consumer lighting preferences associated with next-generation measures. This will help us tailor our educational and outreach programs going forward.
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	The 2011-2012 RFP for the Energy Star lighting program in Nevada will be submitted in late 2010

Organization	Pacific Gas and Electric Company (PG&E)
Type	Utility
Service Territory	Pacific Gas and Electric Company (PG&E) provides natural gas and electric service to approximately 15 million people throughout a 70,000-square-mile service area in northern and central California.
Program Name	Residential Upstream Lighting Program
Program Background	
Budget	2010-2012, \$63 million
Goals and Objectives	<p>Overall Goals:</p> <ul style="list-style-type: none"> • Encourage energy use reduction by reducing the retail price of efficient light sources through buy down and mark down programs. • Encourage lighting manufacturers to improve on current technology to increase efficacy and customer satisfaction. • Encourage retailers to carry efficient lighting products instead of less efficient traditional products.
Contact	Winsey Kan, senior project manager 415-973-8981, wwl1@pge.com
Web Site	www.pge.com/cfl
2010 Program Components	
Replacement Lamps	ENERGY STAR rated CFLs Buy down program with manufacturers and mark down program with retailers
Fixtures	ENERGY STAR rated fixtures Buy down program with manufacturers and mark down program with retailers
Other Technologies	ENERGY STAR rated LED products Buy down program with manufacturers and mark down program with retailers
Comprehensive Lighting Programs	N/A
Research	LED technology and enhanced compact fluorescent lighting technology
Lighting for Tomorrow	Pacific Gas and Electric is a Lighting for Tomorrow sponsor.

Future Program Components	
Plans for 2011	California's investor owned utility energy efficiency programs are authorized on a three-year program cycle. During the 2010-2012 program cycle, PG&E will shift the focus of the Lighting Program from basic lighting (non-dimmable bare spirals) to advance lighting (dimmable CFL's, covered CFL's and other products that qualify for the program).

Organization	PacifiCorp (Pacific Power and Rocky Mountain Power)
Type	Electric Utility
Service Territory	Rocky Mountain Power in the states of Utah, Idaho and Wyoming: 800,000 customers Pacific Power in the states of California and Washington: 135,000 customers
Program Name	Home Energy Savings Program
Program Background	
Budget	Annual budget for lighting portion of program is \$3.4 - \$4 million.
Goals and Objectives	Lighting savings goals: 64 million kWh – net. Move away from standard twist CFLs to more specialty CFLs and other efficiency bulbs.
Contact	Greg Stiles, Residential Program Manager. 503-813-5153, greg.stiles@pacificorp.com
Web Site	www.rockymountainpower.net/res/sem/epi.html / www.pacificpower.net/hes
2010 Program Components	
Replacement Lamps	The program delivers CFLs to end use customers through a retail markdown and buy-down model.
Fixtures	The program offers \$20 incentives on ENERGY STAR qualified fixtures and ceiling fans using point-of-purchase displays and retailer trainings.
Other Technologies	Program is monitoring the development of the SSL market but isn't offering incentives yet.
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	N/A

CEE  Residential Lighting Program Summary

Organization	Platte River Power Authority
Type	Utility
Service Territory	126,000 in Northern Colorado
Program Name	Lighting with a Twist
Program Background	
Budget	\$250000
Goals and Objectives	Overall Goals: 1,400 MWhs saved, 100,000 specialty bulbs sold, socket saturation of 18 per home
Contact	Adam Perry, Platte River Power Authority
Web Site	www.prpa.org / www.lightingwithatwist.com
2010 Program Components	
Replacement Lamps	Technologies Included: Specialty CFLs Budget: \$250,000 Products Promoted Through: Incentives, education, promotion in store and bill stuffers, etc. Program Targeted To: All consumers, retailers, manufacturers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	Yes, we are participating in the L-Prize competition and will be performing field testing.
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Try to promote specialties, LEDs, and other comprehensive approach.

Organization	Potomac Electric Power Company (Pepco and Delmarva)
Type	Publicly Owned Utility
Service Territory	Pepco (DC and MD) and Delmarva (MD)
Program Name	Residential Energy Efficient Lighting and Appliance Program
Program Background	
Budget	The budget cycle is a calendar year. The 2010 Pepco MD budget is: \$1,190,052. Delmarva Power MD is: \$464,138. The 2010 Pepco DC budget is: \$1,081,000. All of these costs are for programs which combine Lighting and Appliance.
Goals and Objectives	Overall Goals: Pepco MD: 49,650 MWh saved DPL MD: 18,000 MWh saved Pepco DC: 36,000 MWh saved Evaluation Methods: The Company prepares quarterly reports for the MD and DC commissions on the status of the programs. These reports contain information on bulb sales, budgets, energy saved, peak demand reduced, etc. These reports are the basis of much of the evaluation.
Contact	Jeffrey Roman, Strategy and Policy 202.872.2142, jgroman@pepcoholdings.com
Web Site	www.pepco.com / www.delmarva.com
2010 Program Components	
Replacement Lamps	Technologies Included: Only CFLs are offered through the programs at this time. Budget: N/A Products Promoted Through: The programs are promoted through incentives at the retailers which indicate the amount of the incentive and that it is provided by Pepco or Delmarva Power. There is also a General Awareness program which, through print and radio, alerts consumers to the existence of the all our energy efficiency programs and the Program Targeted To: The program is marketed to the consumer.
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A

Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	N/A

Organization	Progress Energy Carolinas
Type	Utility
Service Territory	1.3 Million NC and SC
Program Name	Residential Lighting Program
Program Background	
Budget	~\$12 Million through 2012
Goals and Objectives	Overall Goals: ~5.4 Million bulbs through 2012, ~11,000 MWh through 2012
Contact	Amy Sadler, Program Specialist 919-546-2610, amy.sadler@pgnamil.com
Web Site	portal.ecosconsulting.com/locator/Default.aspx?id=11
2010 Program Components	
Replacement Lamps	CFLs; residential customers through retailers; buy-down program
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	See above

CEE  Residential Lighting Program Summary

Organization	Public Service Company of New Mexico (PNM)
Type	Investor Owned Utility
Service Territory	Approximately 490,000 residential customers and we serve central New Mexico, and the southwest region of New Mexico
Program Name	Residential Lighting Program
Program Background	
Budget	PY 2011 \$1,780,000 Total
Goals and Objectives	The goal is have 900,000 bulbs installed. We evaluate the results through the use of a M&V contractor who perform surveys of participants in the programs
Contact	Emma van Moorsel 505-241-4475, Emma.vanMoorsel@pnm.com
Web Site	www.pnm.com/rebates/cfl
2010 Program Components	
Replacement Lamps	Technologies Included: CFL's and specialty CFL's are the target Budget: The budget including third party implementation is \$1,550,000. Products Promoted Through: Upstream program with two dedicated contract staff working with retailers. Program Targeted To: We are targeting the residential consumer
Fixtures	We did offer a coupon for EnergyStar fixtures, but only 400 have been redeemed – we are pulling the fixture coupon to focus on lamps.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	We are continuing the existing upstream buy-down program

CEE  Residential Lighting Program Summary

Organization	Puget Sound Energy
Type	Utility
Service Territory	Puget Sound Energy serves 1,000,000 electric customers and approximately 700,000 natural gas customers in Washington state.
Program Background	
Program Name	Residential Retail Energy-Efficient Lighting Program
Budget	Budget cycle 2010-11. Rebates are based on funding availability and are subject to change without notification.
Goals and Objectives	2-year goal: 7.5mil ENERGY STAR qualified light bulbs and 225,000 ENERGY STAR qualified indoor, decorative fixtures. Focus on heavy promotion and prominence of qualified products in stores: POP, endcaps, displays, boothing events, and store employee trainings.
Contact	Laura Wilson, EES Program Manager, Retail and Consumer Channel 425-456-2462, laura.wilson@pse.com
Program Name	Residential Single Family New Construction Program
Budget	Budget cycle 2010-11. Incentives are based on funding availability and are subject to change without notification.
Goals and Objectives	2-year goal: 100,000 ENERGY STAR qualified CFL bulbs and 45,000 ENERGY STAR qualified indoor fixtures. Focus on heavy promotion and prominence of qualified products through showrooms and distributors. 40 Advanced Lighting Package (ALP) Model Homes and 400 ALP's installed into single family new construction homes.
Contact	Megan Doyle, EES Program Manager, Single Family New Construction Channel 425-456-2339, megan.doyle@pse.com
Web Site	www.PSE.com
2010 Program Components	
Program Name	Residential Retail Energy-Efficient Lighting Program
Replacement Lamps	Technologies Included: ENERGY STAR qualified spiral and specialty CFL bulbs. Up to \$3 rebate per bulb. Budget: N/A Products Promoted Through: Promotion and prominence of qualified products in stores: POP, endcaps, displays, boothing events, and store employee trainings. Program Targeted To: Upstream rebate with retailers and manufacturers for in-store instant discounts.
Fixtures	Technologies Included: ENERGY STAR qualified indoor, decorative CFL fixtures. Up to \$12 rebate per fixture.

	<p>Budget: N/A</p> <p>Products Promoted Through: Promotion and prominence of qualified products in stores: POP, endcaps, displays, boothing events, and store employee trainings.</p> <p>Program Targeted To: Upstream rebate with retailers and manufacturers for in-store instant discounts.</p>
Other Technologies	We are currently participating in the L-Prize program and conducting field tests.
Program Name	Residential Single Family New Construction Program
Replacement Lamps	<p>Technologies Included: ENERGY STAR qualified spiral and specialty CFL bulbs. Up to \$3 incentive per bulb.</p> <p>Budget: N/A</p> <p>Products Promoted Through: Promotion and prominence of qualified products in showrooms and distributors: sales representative training, spif, signage, hang tags, events, displays. Instant point of sale incentives for builders through showrooms and distributors. Promotion, training, and spif for lighting sales representatives at the showroom/distributor level.</p> <p>Program Targeted To: Builders</p>
Fixtures	<p>Technologies Included: ENERGY STAR qualified indoor fixtures. Up to \$20 incentive per fixture.</p> <p>Budget: N/A</p> <p>Products Promoted Through: Promotion and prominence of qualified products in showrooms and distributors: sales representative training, spif, signage, hang tags, events, displays. Instant point of sale incentives for builders through showrooms and distributors. Advanced Lighting Package (ALP)</p> <p>Program Targeted To: Builders</p>
Other Technologies	<p>New construction ALP is heavily promoted to builders. Our targets for 2010 are 440 ALP's installed into new construction homes. \$1000 incentive for displaying an ALP in a new construction model home that is open to the public for a minimum of 60 days.. \$100 additional incentive for installing an ALP into each new construction home.</p> <p>Program limits are set for individual builders to install the ALP. An ALP in a model home receives collateral and signage highlighting the benefits of the lighting. For each home that has an ALP installed, we request and present the builder with a declaration from the EPA.</p> <p>Our main target audience is builders who build new homes, but we also target and train the showrooms, distributors, and electrical contractors to sell the ALP to their builder clients.</p>

CEE  Residential Lighting Program Summary

Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	Puget Sound Energy is a Lighting for Tomorrow sponsor.
Future Program Components	
Plans for 2011	This program is for 2010-11.

Organization	Sacramento Municipal Utility District (SMUD)
Type	Utility
Service Territory	525,000 residential customers in Sacramento County
Program Name	Residential Retail Lighting Program
Program Background	
Budget	\$2,845,000 total budget for 2010 (incentive budget is \$2,400,000)
Goals and Objectives	Overall Goals: 5.9 MW, 48.0 GWh, 1.54 Million CFLs, 6,500 CFL Fixtures
Contact	Cheri Davis, Principal Demand-Side Specialist (916) 732-5919, cdavis@smud.org Debbie Hanner, Program Manager (916) 732-5260, dhanner@smud.org
Web Site	www.smud.org
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs and specialty CFLs Budget: Our budget is not broken up between lamps and bulbs, but most of our incentives go to lamps. Products Promoted Through: CFLs are promoted through manufacturer buy-downs and general consumer messaging. Program Targeted To: The program is targeted at manufacturers, who must strike relationships with retailers.
Fixtures	Technologies Included: CFL fixtures, and new for 2010 – Energy Star LED fixtures. (Note: LEDs will not be introduced until mid-2010, and SMUD is considering this to be a pilot program.) Budget: Our budget is not broken up between lamps and bulbs, but most of our incentives go to lamps. Our incentive budget for the LED fixture pilot will be anywhere from \$100,000 to \$200,000. Products Promoted Through: Fixtures are promoted through manufacturer buy-downs, and general consumer messaging. Program Targeted To: The program is targeted at manufacturers, who must strike relationships with retailers.
Other Technologies	N/A
Comprehensive Lighting Programs	With the exception of our pilot program for LED fixtures, not at this time.

CEE Residential Lighting Program Summary

Research	We may be conducting some research for purposes of targeting our LED pilot. We are also conducting a program evaluation this year.
Lighting for Tomorrow	Sacramento Municipal Utility District is a Lighting for Tomorrow sponsor. We do not specifically promote LFT fixtures at this time.
Future Program Components	
Plans for 2011	Depending upon the success of our LED pilot, we may expand our LED offerings in 2011. In addition, if there are any lamps that qualify under the “Super Lamp” specifications, we will be offering special incentives for these products.

Organization	Salt River Project
Type	Public Electric Utility
Service Territory	The Salt River Project (SRP) Power District's service territory covers the Phoenix, AZ metropolitan area. It serves 850,000 residential electric customers.
Program Name	SRP PowerWise
Program Background	
Budget	Our current budget cycle is May 1,2009 to April 30,2010 with an incentive budget of \$1.175 million
Goals and Objectives	Overall Goals: We are looking to achieve approximately 42 million kWh with sales of 1.1 million CFLs. This is done primarily with upstream buy downs with 3 major lamp manufacturers at big box retailers
Contact	Mark Gagen, Planning Analyst- Product Development Mark.gagen@srpnet.com
Web Site	www.savewithsrp.com
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs, Specialty CFLs and Holiday LED lights Budget: \$1.175 million Products Promoted Through: Incentives, education Program Targeted To: Consumers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	Our plan is to increase incentive budget for upstream buy downs with increased incentives on specialty lamps. We are also looking to add additional big box retailers

CEE  Residential Lighting Program Summary

Organization	San Diego Gas and Electric (SDG&E)
Type	Utility
Service Territory	N/A
Program Name	Residential Lighting Program
Program Background	
Budget	1/1/2010-12/31/2010 2010 Basic CFLs Incentive Budget \$5,472,840* 2010 Advanced CFLs Incentive Budget \$3,669,600* *Includes fixtures
Goals and Objectives	N/A
Contact	Mark Jensen 858-636-6811, majensen@semprautilities.com
Web Site	www.sdge.com/residential/lighting.shtml
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs, LEDs, decorative light strings Budget: N/A Products Promoted Through: Manufacturer buydown, marketing/consumer education Program Targeted To: All single-family homeowners, renters, and multi-family tenants in the SDG&E service territory.
Fixtures	Technologies Included: Residential light fixtures Budget: N/A Products Promoted Through: Manufacturer buydown, marketing/consumer education Program Targeted To: All single-family homeowners, renters, and multi-family tenants in the SDG&E service territory.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	San Diego Gas and Electric is a Lighting for Tomorrow sponsor.

Future Program Components	
Plans for 2011	N/A

CEE  Residential Lighting Program Summary

Organization	SaskPower
Type	Utility
Service Territory	SaskPower is the only electrical utility in Saskatchewan and serves approximately 390,000 residential customers.
Program Name	Residential Lighting Program - The Seasonal Light String Exchange
Program Background	
Budget	The annual budget is approximately \$400,000 for 2010.
Goals and Objectives	The Seasonal Light String Exchange will launch in November 2010. The overall goal of the program is to collect over 27,000 seasonal incandescent light strings for recycling and reduce capacity by over 2.0 MW. An incentive towards seasonal LED strings will be offered. Program goals are assessed through retail sales data, number of strings collected and post-program surveying of participants (on-line).
Contact	Rebecca Fiissel, DSM Program Leader – Residential Programs 306-566-2994, rfiissel@saskpower.com
Web Site	www.saskpower.com
2010 Program Components	
Replacement Lamps	N/A
Fixtures	N/A
Other Technologies	Technologies Included: Seasonal LED strings Budget: \$400,000 Products Promoted Through: Incentives towards LED replacement is offered to residents. Program Targeted To: Residential Customers
Comprehensive Lighting Programs	Claiming savings.
Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	TBD

Organization	Seattle City Light
Type	Electric Utility
Service Territory	750,000 customers in Seattle and surrounding area
Program Name	Energy Efficient Lighting
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: Sell 800,000 ENERGY STAR qualified CFLs via retail mark-downs at participating Twist & Save retailers. Retrofit 675 small business and 2,200 multifamily building units (in-unit + common areas) with efficient lighting. Install efficient lighting in 2,600 new construction multifamily units. Install CFLs in up to 20,000 Seattle homes.
Contact	Andrew Gibb, Community Conservation Supervisor 206-684-3466, andrew.gibb@seattle.gov
Web Site	www.seattle.gov/light/conserv
2010 Program Components	
Replacement Lamps	CFL Incentives: Instant rebates of up to \$3.00 at participating retailers. Year-round implementation. CFL giveaways at BlockWatch meetings and other neighborhood or environmental events. Activity budget of \$1.7 million. Direct Install: Free installation of compact fluorescent bulbs in up to 20,000 single family Seattle homes, targeting non-English speaking, low income, and senior communities. Activity budget of \$1.2 million. Marketing/Outreach: In-store events at participating Twist & Save retailers. Print ads, utility bill stuffers, and point-of-purchase signage.
Fixtures	Fixture Incentives: Rebates for small business lighting retrofits, multifamily common area + in-unit lighting retrofits and multifamily new construction lighting. Year-round implementation. Activity budget of \$4,173,000. Marketing/Outreach: In-store events at participating Twist & Save retailers. Print ads, utility bill stuffers, and point-of-purchase signage.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	Seattle City Light is a Lighting for Tomorrow sponsor.
Future Program Components	

Plans for 2011	N/A
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Organization	Southern California Edison
Type	Investor Owned Utility
Service Territory	Approximately 4.5 million households in southern California take electric service from SCE. All residential customers in SCE service territory are our target market.
Program Name	Residential Lighting Program, Energy Efficiency
Program Background	
Budget	<p>2010-2012 program cycle; the budget is divided into 2 categories: Advance Lighting and Basic CFL programs.</p> <p>The incentive budget for Advance Lighting is \$45 million for 2010-12 cycle allocated to fund specialty lighting products including specialty CFLs and LEDs as well as fixture products.</p> <p>For Basic program, the incentive budget is \$32 million for 2010-12 cycle allocated to fund basic (bare-spiral) CFLs.</p>
Goals and Objectives	<p>Overall Goals: Meeting energy saving and demand reduction goals: 404,952,318kWh, 75,939kW for 2010 Basic CFL Program 109,355,657 kWh, 11,861 kW for 2010 Advance Lighting Program</p> <p>Evaluation Methods: Besides meeting energy saving goals, program emphasizes market penetration and market expansion in terms of types and number of retailers, number of products shipped during the program cycle, and other factors such as satisfactory feedback from retailer inspection ensuring compliance with program policy, successful promotional and educational events organized for participants, and general public.</p> <p>Basic CFL Program 2010 Goals:</p> <ul style="list-style-type: none"> • 404,952,318kWh, 75,939kW • 10% Increase in Participating Retail Locations over 2009 • 10% Increase in Retailers Visited and Trained over 2009 • 10% Increase in Retailer Mailings Featuring Program Requirements and Selling Tips over 2009 • 10% Increase in Products over 26 Watts over 2009 <p>The program offers incentives for single brightness, ENERGY STAR®-labeled screw-in compact fluorescent bare spiral lamps of up to and including 30 watts.</p> <p>Advanced Lighting Program 2010 Goals:</p> <ul style="list-style-type: none"> • 109,355,657 kWh, 11,861 kW • 10% Increase in Participating Retail Locations that Offer Advanced Lighting Products over 2009 • 10% Increase in Retailers Visited and Trained over 2009 • 10% Increase in Retailer Mailings Featuring Program Requirements and Selling Tips over 2009 <p>The program offers incentives for dimmable, A lamp, reflector, globe, three way, specialty bulbs, hardwired fluorescent fixtures, and non-fluorescent products.</p>

CEE  Residential Lighting Program Summary

Contact	Richard Greenburg, Residential Lighting Program Manager 626-633-3408, Richard.Greenburg@sce.com
Web Site	www.sce.com/residential/rebates-savings/lighting
2010 Program Components	
Replacement Lamps	<p>Technologies Included: CFLs (including dimmables, globes, A-lamps, reflectors), LEDs and high efficient incandescents</p> <p>Budget: Please refer to the answer to Budget question in Program Background section.</p> <p>Products Promoted Through: By allowing competitive bids from manufacturers, program approves incentive allocation enabling participants to offer products to consumers at discounted prices (Buy-down mechanism). Other promotional methods include in-store signage and displays, bill inserts, brochures, and web pages</p> <p>Program Targeted To: Manufacturers, retailers, membership stores.</p>
Fixtures	<p>Technologies Included: Fluorescent and LEDs</p> <p>Budget: Please refer to the answer to Budget question in Program Background section.</p> <p>Products Promoted Through: Fixture products are also promoted with the same incentive mechanism as explained in Replacement Lamps section. Additionally, we promote and outreach to communities through Plug-in Lamp Exchange Program events organized for residential customers to bring their less efficient lighting fixtures to exchange for Energy Star products. This is a type of energy expo approach where displays and energy efficiency information are presented to educate residential consumers and general public.</p> <p>Program Targeted To: Manufacturers, retailers, membership stores.</p>
Other Technologies	Super Lamp Pilot Program – Pilot program in our 2010-12 cycle. A specification has been released to manufacturers that stipulate the characteristics of a Super Lamp.
Comprehensive Lighting Programs	N/A
Research	N/A
Lighting for Tomorrow	<p>Southern California Edison is a Lighting for Tomorrow sponsor.</p> <p>SCE will have a Lighting Showroom Pilot Program in our 2010-12 cycle. The Lighting Showroom Program will pay midstream dealer incentives to lighting showrooms for selling high-end energy efficient lighting products. The products will be limited to those either (1) in present or past Lighting for Tomorrow yearbooks published by the CEE including all winners of past competitions, or (2) recipients of special mention awards, granted unanimously by the CA IOU Lighting Program Team for high-end lighting showroom hardwired fixtures, table, desk, or floor lamps.</p>
Future Program Components	
Plans for 2011	We are on a 2010-12 program cycle. 2011 lighting programs will be the same as 2010.

Organization	Southern Minnesota Municipal Power Agency
Type	Municipal Joint Action Agency
Service Territory	SMMPA Member Utilities: Austin Utilities, Blooming Prairie Public Utilities, Fairmont Public Utilities, Grand Marais Public Utilities, Lake City Utilities, Litchfield Public Utilities, Mora Municipal Utilities, New Prague Utilities, North Branch Water & Light, Owatonna Public Utilities, Preston Public Utilities, Princeton Public Utilities, Redwood Falls Public Utilities, Rochester Public Utilities, Saint Peter Municipal Utilities, Spring Valley Utilities, Waseca Utilities, Wells Utilities.
Program Name	Residential ENERGY STAR Lighting Program
Program Background	
Budget	We have a total DSM budget and do not divide this by individual technology like lighting.
Goals and Objectives	The overall goal of our lighting program is to increase the number of ENERGY STAR CFLs and light fixtures that are purchased and installed by SMMPA Member customers. We evaluate our results by number of CFLs purchased/rebated.
Contact	John O'Neil, Manager of Energy Efficiency & Member Support Programs 507-292-6443, jp.oneil@smmpa.org
Web Site	www.SaveEnergyInMyCommunity.com
2010 Program Components	
Replacement Lamps	Technologies Included: ENERGY STAR CFLs. Our incentive is structured to help promote the purchase of specialty CFLs. Budget: We have a total DSM budget and do not divide this by individual technology. Products Promoted Through: Incentives, direct mail to customers, partnerships with trade allies/retailers, education displays at Member local libraries, info on Member websites, newspaper inserts/ads, and through the national Change A Light campaign. Program Targeted To: Residential and low-income customers of our Member utilities.
Fixtures	Technologies Included: ENERGY STAR LED Fixtures, CFL Fixtures, Torchieres, Ceiling Fans w/Lights, and Ceiling Fan Light Kits. Budget: We have a total DSM budget and do not divide this by individual technology. Products Promoted Through: Incentives, direct mail to customers, partnerships with trade allies/retailers, education displays at Member local libraries, info on Member websites, and newspaper inserts/ads. Program Targeted To: Residential and low-income customers of our Member utilities.
Other Technologies	N/A
Comprehensive Lighting Programs	We do for C&I customers but not currently for residential customers.

Research	N/A
Lighting for Tomorrow	N/A
Future Program Components	
Plans for 2011	We haven't started planning for 2011 yet.

Organization	Tacoma Power
Type	Public Power Utility
Service Territory	Approximately 162,000 residential customers in the City of Tacoma and areas of Pierce County, WA.
Program Name	“Switch & Save” Retail CFL promotion, Energy Star Residential Light Fixture Program, CFL Distribution.
Program Background	
Budget	Approximately 1.9 million
Goals and Objectives	Overall Goals: Programs hope to claim 563,875 CFLs and 20,000 fixtures in 2010 for a total of 4.5 aMW. Primary goals and objectives include encouraging the purchase of efficient lighting products by providing incentives consistent with area utility offers, encourage retailers to stock a variety of CFL products, and provide information to customers to encourage proper disposal of energy efficient lighting products.
Contact	Hollis Tamura 253-502-8643, htamura@cityoftacoma.org
Web Site	www.knowyourpower.com
2010 Program Components	
Replacement Lamps	<p>Technologies Included: Replacement CFLs in the Switch & Save program include specialty and standard spirals of various wattages. Standard CFLs have an incentive of up to \$2 per bulb and Specialty CFLs have an incentive of up to \$4 per bulb.</p> <p>Budget: The 2010 budget is 1.3 million. The 2010 CFL distribution budget is approximately \$122,000.</p> <p>Products Promoted Through: The program has been promoted through Utility newsletters, bill stuffers, and websites as well as, billboards and bus ads throughout our service territory. Point of purchase marketing is prominent in all participating drug, grocery and big box retailers. CFLs are distributed at community events, weatherization audits, Tacoma Power workshops, and a variety of other methods.</p> <p>Program Targeted To: Residential customers.</p>
Fixtures	<p>Technologies Included: Energy Star rated fluorescent interior fixtures qualify for the \$20 incentive through the Energy Star Residential Light Fixture program.</p> <p>Budget: \$500,000</p> <p>Products Promoted Through: Point of purchase marketing is prominent in all participating showrooms and electrical distributors.</p> <p>Program Targeted To: Residential customers, residential builders and developers, and multifamily complexes.</p>
Other Technologies	N/A

CEE  Residential Lighting Program Summary

Comprehensive Lighting Programs	Currently plans are to include community based mass distribution, direct mail, and direct install programs.
Research	In 2008 Tacoma Power completed a CFL saturation study to determine market penetration and what CFL opportunities remain in the service territory.
Lighting for Tomorrow	Tacoma Power is a Lighting for Tomorrow Sponsor. Tacoma Power staff continue to use the material as an outreach tool along with incentives to bring attention to and educate architects, builders, developers and interior designers of both single and multifamily construction of the availability of efficient and attractive lighting.
Future Program Components	
Plans for 2011	Currently, 2011-2012 plans are being evaluated.

Organization	Unitil
Type	Utility
Service Territory	4 communities in Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential lighting program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified lighting products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, heather.j.vail@lmco.com
Web Site	www.masssave.com
2010 Program Components	
Replacement Lamps	ENERGY STAR qualified Specialty CFLs are included in retail markdown/buydown programs. Standard CFLs are also being promoted on a limited basis in targeted markets through retail and non-retail promotions. Partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to promotions incorporating a comprehensive marketing component. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list. Year-round implementation. Further details TBD.
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	Working on behalf of the Massachusetts Sponsors (Sponsors), The Cadmus Group, Inc. (Cadmus) is seeking to understand consumer choices involving energy-efficient specialty compact fluorescent lamps (CFLs) and TV sets. Cadmus is planning to carry out a choice-based conjoint survey to gather information on consumers' energy-efficient purchasing decisions. The results will be used to help the Sponsors plan and design future incentive programs to promote energy-efficient CFLs and TV sets.
Lighting for Tomorrow	Unitil is a Lighting for Tomorrow sponsor.

Future Program Components	
Plans for 2011	Plan to continue offering incentives for ENERGY STAR qualified Specialty CFLs, LEDs and fixtures through retail promotions.

Organization	Western Massachusetts Electric Company
Type	Utility
Service Territory	Over 200,000 customer in western Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential lighting program is to increase awareness and transform the lighting through unit sales of ENERGY STAR qualified lighting products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, heather.j.vail@lmco.com
Web Site	www.masssave.com
2010 Program Components	
Replacement Lamps	<p>ENERGY STAR qualified Specialty CFLs are included in retail markdown/buy down programs, POP “instant” rebates and through our Internet/Catalog sales component.. Standard CFLs are also being promoted on a limited basis in targeted “hard to reach” markets through retail and non-retail promotions.</p> <p>POP rebates are offered to retailers who do not have the ability to partner in an “upstream” cooperative with a manufacturer or supplier.</p> <p>For “upstream” and non-retail channels, partners are solicited through RFPs, partnership letters and/or retail field visits. Eligible products must be ENERGY STAR qualified with preference given to proposals that incorporate a comprehensive marketing component, products that are considered “low mercury,” and products that have performed well during third party testing, such as PEARL. Replacement LED lamps will be eligible for promotion upon release of the ENERGY STAR qualified products list.</p> <p>The Internet/Catalog sales channel is facilitated by a vendor solicited for that purpose, and offers lighting products that have the same characteristics to consumers who prefer to utilize a “mail-order” system.</p> <p>Year-round implementation. Further details TBD.</p>
Fixtures	ENERGY STAR qualified residential light fixtures that utilize CFLs and LEDs are eligible for retail markdown and buydown promotions. Promotions must engage residential customers at retail.
Other Technologies	N/A
Comprehensive Lighting Programs	N/A

Research	The Massachusetts sponsors are conducting at least two evaluations in 2010 related to CFLs. We are conducting a conjoint survey to determine barriers to consumer acceptance of specialty CFLs that we hope will inform future marketing of that product and our evaluation people will be conducting a study to determine overall program effects on the CFL market in Massachusetts.
Lighting for Tomorrow	Western Massachusetts Electric Company is a Lighting for Tomorrow sponsor. We have in the past offered these fixtures in our Internet/Catalog sales channel and would entertain proposals for cooperative promotion to retail channels. We target consumers and retail outlets. We have in the past and may continue to utilize materials when appropriate.
Future Program Components	
Plans for 2011	In 2010, we are exploring various program redesigns to enhance savings that are being challenged by ever decreasing “net-to-gross” ratios. It is our hope to have a new program in place for 2011. We will be reaching out to other programs, nationally and regionally to discuss mutual concerns to find a solution.

Organization	Wisconsin Focus on Energy
Type	Statewide energy efficiency program administrator.
Service Territory	The Wisconsin Focus on Energy program serves the entire state of Wisconsin, which is approximately 2.08 million households.
Program Name	Residential Lighting Program
Program Background	
Budget	The annual budget is 4.8 Million.
Goals and Objectives	Overall Goals: Sell 1.8 Million CFLs, 200,000 strings of LED holiday lights, and 38,000 CFL fixtures. Evaluation Methods: Number of CFLs sold, number of retailers participating in recycling program
Contact	Rhonda Pittman, Lighting Program Manager 608-249-1271 ext. 259, rpittman@weccusa.org
Web Site	www.focusonenergy.com
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs Budget: Program does not break out budget by technology Products Promoted Through: Instant discount, markdown discount, mail-in promotions as well as consumer education, in-store POP, sales person SPIFFS, cooperative advertising for retail partners. Employer bulb sales... Also, work with the Focus kindergarten through 12 energy education program (KEEP) through CFL fund raiser promotions. Program Targeted To: Consumers, but we partner with retailers and manufacturers to reach end users.
Fixtures	Technologies Included: Select canned recessed LED fixtures, LED holiday lighting, torchieres, ceiling fans, CFL fixtures. Budget: Program does not break out budget by technology Products Promoted Through: Instant discount, markdown discount, mail-in promotions as well as consumer education, in-store POP, sales person SPIFFS, cooperative advertising for retail partners. Program Targeted To: Consumers, but we partner with retailers and manufacturers to reach end users.
Other Technologies	N/A
Comprehensive Lighting Programs	Focus on Energy will reduce incentives for traditional CFL, and increase incentives for specialty (3-way, dimmables, globes, and floods).
Research	N/A

Lighting for Tomorrow	Focus on Energy is a Lighting for Tomorrow sponsor. Focus will promote the winning fixtures and Energy Star qualified fixtures by working with manufacturers and retailers to target consumers. The LFT winner will be announced in the Focus on Energy newsletter.
Future Program Components	
Plans for 2011	Focus will continue to adjust incentives for traditional CFL, and review opportunities to increase the number of specialty bulbs sold. Offer rebates on additional Energy Star qualified LED fixture models. Develop a LED rebate program for energy star qualified replacement lamps.

Organization	Xcel Energy
Type	Utility
Service Territory	3.2 million residential customers
Program Name	Home Lighting
Program Background	
Budget	2010 – \$8,000,000 over MN, CO and NM
Goals and Objectives	Overall Goals: Savings associated with the quantities sold: MN – 1.2 million bulbs, CO 1.2 million bulbs, NM 150,000 bulbs Evaluation Methods: kW, kWh, NTG
Contact	Kim Sherman 612-337-2360, kim.sherman@xcelenergy.com
Web Site	www.responsiblebynature.com / www.xcelenergy.com/homelighting
2010 Program Components	
Replacement Lamps	Technologies Included: CFLs Budget: It is entirely for replacement lamps. Products Promoted Through: Incentives, advertising, education Program Targeted To: Consumers
Fixtures	N/A
Other Technologies	N/A
Comprehensive Lighting Programs	N/A
Research	Yes
Lighting for Tomorrow	Xcel Energy is a Lighting for Tomorrow sponsor
Future Program Components	
Plans for 2011	Yes