

# Consortium for Energy Efficiency

## Summary of Residential Lighting Programs in the United States and Canada

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The Consortium for Energy Efficiency  
98 North Washington Street, Suite 101  
Boston, MA 02114  
617.589.3949  
[www.cee1.org](http://www.cee1.org)





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<b>ORGANIZATION</b>	<b>Alliant Energy – Interstate Power &amp; Light Co.</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves 1,221,288 (849,845 electric and 371,443 gas) residential customers in Iowa, Minnesota & Wisconsin. However, the vast majority of the Lighting Rebates program is only available for Iowa customers.
<b>Program Name</b>	<b>Prescriptive Rebates</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The program's budget is part of an overall budget for the residential prescriptive rebate program.
<b>Goals and Objectives</b>	Lighting is one component of Alliant's rebate program (including HVAC, insulation, etc.), and the goals are not broken down by technology.
<b>General Plans for 2009</b>	Plans for 2009 are similar to 2008 and include continuing prescriptive rebates as well as participation in Change a Light promotion.
<b>Contact</b>	Lisa Pucelik, Residential DSM Product Manager 318-786-4283, <a href="mailto:lisapucelik@alliantenergy.com">lisapucelik@alliantenergy.com</a>
<b>Web Site</b>	<a href="http://www.alliantenergy.com">www.alliantenergy.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program's CFL budget is part of an overall budget for the residential prescriptive rebate program. The program includes CFLs, which are promoted through mail-in rebates available throughout the year and instant rebates available in the Fall via the Change a Light, Change a World promotion. The program targets consumers primarily; however it works with a network of trade allies (hardware stores, etc.) who are also educated on this and all residential programs.
<b>Fixtures</b>	The program's fixtures budget is part of an overall budget for the residential prescriptive rebate program. The program includes fixtures, which are promoted through \$20 rebate for ENERGY STAR <sup>®</sup> -qualified fixtures. The program targets primarily consumers, however it works with a network of trade allies (hardware stores, etc.) who are also educated on this and all residential programs.
<b>Solid State Lighting</b>	The program doesn't include Solid State Lighting.
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Alliant's program is not tied to the Lighting Vision goals at this time.
<b>Lighting for Tomorrow</b>	Alliant is not a Lighting for Tomorrow Sponsor at this time.



<b>ORGANIZATION</b>	<b>Baltimore Gas &amp; Electric</b>
<b>Type</b>	Investor Owned Utility
<b>Service Territory</b>	BGE serves more than 1.2 million customers in Baltimore City and all or part of 10 Central Maryland counties.
<b>Program Name</b>	<b>BGE's Smart Energy Savers Program<sup>SM</sup></b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Not available.
<b>Goals and Objectives</b>	2008 Goal of 1 million CFL sales through retail partners. Results are evaluated using weekly review of retail outlet sales performance, customer satisfaction and awareness, increasing retail sales partners, supporting overall BGE brand.
<b>General Plans for 2009</b>	Continue to expand retail partners, support ENERGY STAR lighting campaigns, undertake CFL give-away events for low/limited income customers, and increase ENERGY STAR Change-The-World participation and pledges. Pending Maryland PSC approval, expand lighting program to include fixtures, modify mark-downs to be more product specific.
<b>Contact</b>	Chris Walls, Manager – Mass Market Conservation Programs 410-470-1264, <a href="mailto:Christopher.c.walls@bge.com">Christopher.c.walls@bge.com</a>
<b>Web Site</b>	<a href="http://www.bgesmartenergy.com/energyefficiency/">www.bgesmartenergy.com/energyefficiency/</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	<ul style="list-style-type: none"> <li>• Retailer partnership offers price markdown of \$1.50 off single bulbs and \$3 off multi-packs of select ENERGY STAR CFLs.</li> <li>• Providing free ENERGY STAR CFLs to residential customers at various events with focus on limited and fixed income customers.</li> <li>• Participation in ENERGY STAR “Change a Light” campaign to increase awareness.</li> <li>• POS materials, print ads, radio spots, events and bill inserts.</li> </ul> <p>The CFL component of the program is targeted towards customers located within the BGE service territory.</p>
<b>Fixtures</b>	No program at this time.
<b>Solid State Lighting</b>	No program at this time.
<b>Demand Response</b>	Please see: <a href="http://www.BGESmartEnergy.com/peakrewards/">www.BGESmartEnergy.com/peakrewards/</a>
<b>Behavior Programs</b>	<p>The goal of the program is to provide customers with energy efficiency/energy management choices that help them save money and energy. BGE also provides customers with information that will help change their energy use behaviors.</p> <p>Reporting from retailers shows sales figures and provides weekly reporting on total rebates offered. Use ENERGY STAR savings figures compared to standard incandescent bulbs, claim energy savings over bulb's life. EM&amp;V planned.</p>



<b>Lighting Vision</b>	Not tied into the Lighting Vision at this time.
<b>Lighting for Tomorrow</b>	Not a Sponsor at this time.

<b>ORGANIZATION</b>	<b>BC Hydro</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves 1.5 million residential customers across British Columbia.
<b>Program Name</b>	<b>ENERGY STAR Lighting Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The program's budget is approximately \$2 million. This is for both ENERGY STAR Fixtures and CFL specialty bulbs.
<b>Goals and Objectives</b>	Produce annual incremental energy savings of 4.6 GWh by May 2008. (Promotional periods will be October-November 2007 and March-April 2008.) Stimulate the sale of 27,000 CFLs & 35,000 Fixtures. Results are evaluated by assessing customer response to campaign, number of sales, and increase in shelf space at retail.
<b>General Plans for 2009</b>	Promote ENERGY STAR Fixtures and Specialty CFLs
<b>Contact</b>	Oscar Ceron, Program Manager 604-453-9215, <a href="mailto:oscar.ceron@bchydro.com">oscar.ceron@bchydro.com</a>
<b>Web Site</b>	<a href="http://www.bchydro.com">www.bchydro.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	ENERGY STAR CFLs will be promoted using the following tactics: <ol style="list-style-type: none"> <li>1. Employee Ambassador 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.</li> <li>2. CFL Retail Specials: BC Hydro will partner with retailers and manufacturers to promote Power Smart "specials" on specialty CFLs (dimmbable, 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.</li> </ol>
<b>Fixtures</b>	ENERGY STAR Fixtures will be promoted using the following tactics: <ol style="list-style-type: none"> <li>1. Buy-Downs: BC Hydro will offer manufacturer buy-downs on various ENERGY STAR Fixture types. The program estimates that between 8-10 retailers will be participating. The buy-down amount differs by product dependant on potential energy savings when displacing inefficient lighting.</li> <li>2. 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.</li> <li>3. Sales Person Incentives: A pilot program is underway with lighting showrooms that sell ENERGY STAR Fixtures to incentivize sales</li> </ol>

	<p>professionals on specific ENERGY STAR fixtures. BC Hydro is also testing a builder incentive that can be applied at the time of purchase at showrooms.</p> <p>4. Both the buy-down and in-store instant discounts will be referred to as Power Smart “specials” that will be promoted through a mass advertising campaign during October-November 2008 and March-April 2009. POS material will be at the shelf level of retailers letting customers know of the “specials.”</p>
<b>Solid State Lighting</b>	<p>The Solid State Lighting portion of the program includes 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>Dependent on ENERGY STAR qualification SSL products will be examined for inclusion into the general program.</p>
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	Program under development. Details TBD
<b>Lighting Vision</b>	Some material is leveraged and incorporated into BC Hydro communications. Though not specifically referencing the Lighting Vision in its programs, BC Hydro's work directly ties into CEE's Lighting Vision Goal.
<b>Lighting for Tomorrow</b>	<p>BC Hydro is a Lighting for Tomorrow Sponsor and promotes ENERGY STAR Fixtures in general to support the effort.</p> <p>Primary audience is consumers, however showrooms and builders will become increasingly more important to target.</p>



<b>ORGANIZATION</b>	<b>Bonneville Power Administration</b>
<b>Type</b>	Federal agency
<b>Service Territory</b>	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.
<b>Program Name</b>	N/A
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Customer utilities primarily run programs utilizing BPA credits and reimbursements for CFLs and ENERGY STAR qualified lighting fixtures for residential, commercial and industrial applications.
<b>Goals and Objectives</b>	Residential: BPA plans to sell over 3 million CFLs in FY09 region-wide, through the residential CFL promotion Change A Light, Change the World.
<b>General Plans for 2009</b>	Residential: For FY09 (Oct 08-Sept 09) BPA will continue to administer the BPA Regional Specialty CFL promotion in DIY, grocery, and hardware stores throughout the BPA region. Credit/reimbursements are also available for BPA utilities doing direct-installed CFL programs and ENERGY STAR lighting fixtures.
<b>Contact</b>	Lisa Perigo, Program Manager 503-230-3057, <a href="mailto:lkperigo@bpa.gov">lkperigo@bpa.gov</a>
<b>Web Site</b>	<a href="http://www.bpa.gov">www.bpa.gov</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	Residential: For FY09 (Oct 08-Sept 09) BPA will continue to administer the BPA Regional Specialty CFL promotion in DIY, grocery, and hardware stores throughout the BPA region.
<b>Fixtures</b>	Residential: ENERGY STAR qualified fixtures are eligible for BPA credit/reimbursement.
<b>Solid State Lighting</b>	The program includes Solid State Lighting, but only in the form of exit signs.
<b>Demand Response</b>	BPA doesn't have DR programs.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	BPA's activities are not explicitly tied to the Lighting Vision.
<b>Lighting for Tomorrow</b>	BPA is a Lighting for Tomorrow Sponsor.



<b>ORGANIZATION</b>	<b>Cape Light Compact</b>
<b>Type</b>	Regional efficiency program administrator
<b>Service Territory</b>	Cape Light Compact serves 158,000 residential customers in Cape Cod and Martha's Vineyard, MA.
<b>Program Name</b>	<b>Northeast ENERGY STAR Residential Appliance &amp; Lighting Initiative</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The budget is \$507,068 for field outreach, marketing, and incentives.
<b>Goals and Objectives</b>	The program goal is approximately 1,408,000 kWh savings.
<b>General Plans for 2009</b>	Not available.
<b>Contact</b>	Margaret Song, Residential and Marketing Coordinator 508-375-6843, <a href="mailto:msong@cape.com">msong@cape.com</a>
<b>Web Site</b>	<a href="http://www.capelightcompact.org">www.capelightcompact.org</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes all ENERGY STAR-qualified CFLs, which are promoted through education, select new construction and residential audit programs, and school fundraisers (CLC pays 100% of the cost for the school fundraiser). The program targets consumers, retailers, and manufacturers. The Compact works with instant in-store coupons as well as negotiates cooperative promotions.
<b>Fixtures</b>	The program includes ENERGY STAR-qualified Fixtures, which are promoted through education, coupons and proposed negotiated cooperative promotions. The program targets consumers, retailers, and manufacturers.
<b>Solid State Lighting</b>	The program includes LED holiday lights, nightlights, and lamps through select events, which are promoted through education and targeted toward consumers.
<b>Demand Response</b>	Cape Light Compact doesn't have DR programs.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Cape Light Compact activities are not tied to the Lighting Vision.
<b>Lighting for Tomorrow</b>	Cape Light Compact is a Lighting for Tomorrow Sponsor. It provides the promotional materials to key Board members and to people with an interest in Fixtures. They also feature winners in the ENERGY STAR Lights catalog in conjunction with other sponsors in Massachusetts. This activity primarily targets consumers.



<b>ORGANIZATION</b>	<b>Commonwealth Edison</b>
<b>Type</b>	Utility
<b>Service Territory</b>	ComEd provides service to approximately 3.8 million customers across Northern Illinois, or 70 percent of the state's population.
<b>Program Name</b>	<b>Smart Ideas For Your Home ENERGY STAR Lighting</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	June 2008-May 2009, \$7.19M
<b>Goals and Objectives</b>	Savings target: 75,809 MWh Results are evaluated by considering average incentive and the number of packages/bulbs sold
<b>General Plans for 2009</b>	The second plan year for lighting begins June 2009 and ends in May 2010. The MWh target goal for plan year 2 currently as filed is 126,329 MWh.
<b>Contact</b>	Denise Munoz, Manager, Residential Programs 630-576-6823, <a href="mailto:Denise.Munoz@comed.com">Denise.Munoz@comed.com</a>
<b>Web Site</b>	<a href="http://www.comed.com">www.comed.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes standard twists and specialty CFLs. The CFL program budget is approximately \$3.8M for incentives. CFLs are promoted with incentives, education/field rep demos, bill inserts, point of purchase materials, bill messaging, residential newsletter, website. Currently using a markdown process with the retailers with an additional incentive provided by the manufacturers. Consumers are the target audience who realize the instant cost reductions at the registers.
<b>Fixtures</b>	The first year plan will roll-out a fixture pilot. The fixture program budget is approximately \$350K for incentives Fixtures are promoted through education, cooperative advertising, and incentives. Currently using a markdown process with the retailers with an additional incentive provided by the manufacturers. Consumers are the target audience who realize the instant cost reductions at the registers.
<b>Solid State Lighting</b>	The program doesn't include SSL.
<b>Demand Response</b>	Not operating under the Smart Ideas For Your Home Lighting Initiative. Although ComEd does have residential air conditioning cycling program that it is looking to expand to address demand response.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Com Ed does have a goal for reducing lighting energy use but does not necessarily complement the Lighting Vision goal of reducing lighting energy use in residences 50% by 2020.
<b>Lighting for Tomorrow</b>	Com Ed is not a Lighting for Tomorrow Sponsor at this time.



<b>ORGANIZATION</b>	<b>Connecticut Light and Power</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves approximately 1.1 million customers in the state of Connecticut.
<b>Program Name</b>	<b>Retail Products</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The budget is \$5.3 million in 2008.
<b>Goals and Objectives</b>	Connecticut Light and Power goal is to achieve 426,956,174 kWh in savings and impact the sale of 1.8 million products. The savings goals are measured in kWh and kW.
<b>General Plans for 2009</b>	Connecticut Light & Power will reduce incentives for common CFL bulbs and target incentives dollars towards higher end, specialty bulbs such as dimmables, reflectors, and higher wattage varieties.
<b>Contact</b>	Lisa Bodin, Applied Proactive Technologies, Inc. 877-366-3749, <a href="mailto:lisab@appliedproactive.com">lisab@appliedproactive.com</a>
<b>Web Site</b>	<a href="http://www.cl-p.com">www.cl-p.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	Connecticut Light & Power has implemented 22 Memorandum of Understanding and committed \$4,817,066.00 in incentives. The program includes CFLs, which are promoted through retail incentives, special events and mail order promotions, as well as education and POP. Connecticut Light and Power works with retailers to provide rebates that encourage customers to buy energy efficient lighting products. The promotion of ENERGY STAR lighting products is directed at residential customers and retailers.
<b>Fixtures</b>	Connecticut Light & Power has committed \$390,830.00 for Fixtures, which are promoted through retail incentives, special events and mail order promotions, as well as education and POP. Connecticut Light and Power works with retailers to provide rebates that encourage customers to buy energy efficient lighting products. The promotion of ENERGY STAR lighting products is directed at residential customers and retailers.
<b>Solid State Lighting</b>	The Solid State Lighting is part of the SmartLiving Catalog, which is a component of the Retail Products program, and shares allocated funding of \$ 5.335 million. The program provides dollars incentives on select Solid State Lighting products through the SmartLiving catalog.  This program is intended to target residential customers who purchase new lighting. The program promotes select Solid State Lighting products (night lights and holiday lights) through the SmartLiving catalog and <a href="http://www.smartlivingcatalog.com">www.smartlivingcatalog.com</a> .
<b>Demand Response</b>	There are no DR programs at this time.
<b>Behavior Programs</b>	The Retail Products pursues the objective of continuing to build awareness, acceptance and market share of ENERGY STAR <sup>®</sup> lighting and



	<p>appliances. These programs are intended to target residential customers who purchase new lighting and appliances in retail market channels while coordinating also with the residential remodeling and new construction channels.</p> <p>Connecticut Light &amp; Power utilizes a monitoring and tracking system software to collect critical sales data and calculates savings and summary reports.</p>
<b>Lighting Vision</b>	<p>Their goal is market transformation utilizing incentives and market penetration strategies. It complements the Lighting Vision goal of reducing lighting energy use in residences 50% by 2020. However, Connecticut Light and Power is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.</p>
<b>Lighting for Tomorrow</b>	<p>Connecticut Light and Power is a Lighting for Tomorrow Sponsor and promotes winning Fixtures through rebates and through training targeted towards showrooms.</p>



<b>ORGANIZATION</b>	<b>Efficiency Maine</b>
<b>Type</b>	Efficiency Maine is the energy division of the Maine Public Utilities Commission.
<b>Service Territory</b>	Approximately 650,000 accounts in the State of Maine
<b>Program Name</b>	<b>Residential Lighting Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	FY 09 \$1.9 Million
<b>Goals and Objectives</b>	kWh saved and overall program growth. Results are evaluated using a 3 year program evaluation which looks for growth and operational efficiencies.
<b>General Plans for 2009</b>	A mix of coupons and buy down through remainder of calendar year 08, then moving to all buy downs the start of 2009.
<b>Contact</b>	Richard Bacon, Program Manager 207-287-8349, <a href="mailto:richard.bacon@maine.gov">richard.bacon@maine.gov</a>
<b>Web Site</b>	<a href="http://www.energymaine.com">www.energymaine.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes CFLs. The budget for CFL programs is \$1,000,000 CFLs are promoted through incentives and educational advertising. The program is targeted to consumers.
<b>Fixtures</b>	The program will include fixtures through 12/31/08. The budget for fixtures is part of the \$1,000,000 CFL budget. Fixtures are promoted through incentives. The program is targeted to consumers.
<b>Solid State Lighting</b>	No program at this time.
<b>Demand Response</b>	No program at this time.
<b>Behavior Programs</b>	The lighting program aims to change energy use behavior through the promotion of the idea that consumers have control through awareness. CL&P is able to evaluate savings to a very small extent by doing focus groups and surveys to see if consumers' attitudes have changed.
<b>Lighting Vision</b>	Efficiency Maine isn't tied into CEE's Lighting Vision but each successive evaluation shows a greater awareness.
<b>Lighting for Tomorrow</b>	Efficiency Maine is not currently a Lighting for Tomorrow Sponsor.



<b>ORGANIZATION</b>	<b>Efficiency Vermont</b>
<b>Type</b>	Statewide Energy Efficiency utility
<b>Service Territory</b>	All of Vermont. Efficiency Vermont serves approximately 302,000 residential customers in the state of Vermont.
<b>Program Name</b>	Retail Efficient Products ENERGY STAR lighting promotion
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The program budget is approximately \$2,250,000 in lighting incentives.
<b>Goals and Objectives</b>	The program goal is to promote the purchase of approximately 1,000,000 ENERGY STAR CFL lighting products by Vermont Ratepayers and through these activities, achieve approximately 85,000 MWh energy savings in 2008.
<b>General Plans for 2009</b>	In 2009, Efficiency Vermont will be reducing its savings assumptions for standard spiral CFLs, and also reducing its incentives for these products. Efficiency Vermont will be placing a greater emphasis on the promotion of specialty CFLs, and continue funding higher incentives for these products. Efficiency Vermont began providing incentives for LED Downlight products in April of 2008, and is planning to expand the promotion of these products after the DOE ENERGY STAR specification becomes effective in late September 2008.
<b>Contact</b>	Michael Russom, Retail Efficient Products Manager 802-860-4095 ext. 1099, <a href="mailto:mrussom@veic.org">mrussom@veic.org</a>
<b>Web Site</b>	<a href="http://www.encyvermont.com">www.encyvermont.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The budget for CFL programs is approximately \$2,000,000. Efficiency Vermont's CFL promotions are accomplished through incentives (instant coupons at point of purchase, and negotiated cooperative promotions), as well as education via home shows, retail lighting events, and community lighting events. Efficiency Vermont takes a market-based approach in efficient products promotions. While the consumer is the primary target, Efficiency Vermont also expends considerable resources on outreach to both retailer and manufacturer partners.
<b>Fixtures</b>	The budget for fixture programs is approximately \$75,000. While CFL Fixture budget and goals are not nearly as large as for CFL bulbs, Efficiency Vermont has achieved some success in improving the display and stocking of CFL fixtures in Lighting showrooms this year. Two Retail Lighting Showroom partners significantly enlarged their display of ENERGY STAR labeled fixtures in dedicated "Green Rooms" with cooperative funding for the product display from Efficiency Vermont.
<b>Solid State Lighting</b>	The budget for SSL programs is approximately \$50,000 in incentives in 2008. The budget for SSL incentives is expected to be much greater in 2009.  In April of 2008 Efficiency Vermont introduced an LED Downlight Instant Coupon with a value of \$30.00 for eligible LED products. Efficiency



	<p>Vermont has not widely marketed the promotion of LED Downlights due to the small number of eligible products that qualify for the incentive.</p> <p>Currently the only distributors of LED Downlights in Vermont are Lighting Showrooms and Commercial Electrical Suppliers, so to date the participants have been mostly Electrical Contractors and Homebuilders.</p>
<b>Demand Response</b>	No DR programs at this time.
<b>Behavior Programs</b>	<p>Starting in July of 2007, Efficiency Vermont was directed by the Vermont Public Service Board to reduce electrical demand in specific areas of Vermont. This effort has become known as Geographic Targeting. Efficiency Vermont has used Social Marketing as the primary means of stimulating interest among residents of targeted communities to participate in its lighting promotions. While this effort is ongoing, it appears to be successful, as CFL sales in Retail Partner stores in Geographically Targeted Communities are 250% greater in 2008 as compared to 2007, while outside of Geographically Targeted Communities the increase in CFLs sales in Retail Partner stores has been 150% in 2008 as compared to 2007.</p> <p>Additionally, Efficiency Vermont and Burlington Electric Department were the first US Sponsors of Project Porchlight. Project Porchlight volunteers distributed 36,000 CFLs door to door in the Geographically Targeted Communities of Burlington, Colchester and Essex Vermont. The volunteers also left behind a "Special Offer" CFL Coupon with added incentives for the purchase of additional CFLs that could be redeemed at Efficiency Vermont Retail Partner stores</p> <p>Negotiated Cooperative Promotions have become the predominant. Currently Efficiency Vermont is using allocation models (for Negotiated Cooperative lighting promotion products) that do not fully capture the results of their Social Marketing efforts. Efficiency Vermont is trying to bolster the current allocation methods with "Special Offer" CFL coupons that allow Efficiency Vermont to capture participant information, and is planning to conduct "exit interviews" of CFL lighting purchasers at its Retail Partner stores to try to identify the impacts of the Social Marketing.</p>
<b>Lighting Vision</b>	Efficiency Vermont is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.
<b>Lighting for Tomorrow</b>	Efficiency Vermont is a Lighting for Tomorrow Sponsor and it promotes the winning Fixtures to its Retail Lighting Showroom partner stores. Efficiency Vermont has made the inclusion of Lighting for Tomorrow award winning fixtures in Retail Lighting Showroom Partner "Green Rooms" a condition of cooperative funding.



<b>ORGANIZATION</b>	<b>Energy Trust of Oregon</b>
<b>Type</b>	Statewide efficiency program administrator
<b>Service Territory</b>	Energy Trust serves 1.3 million customers throughout the state of Oregon.
<b>Program Name</b>	<b>Change a Light, Change the World</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The program incentive budget is \$1,618,204.29
<b>Goals and Objectives</b>	Energy Trust savings goals are to save 48,321,314 kWh and support the sales of over 6429,863 specialty CFLs in Oregon at 361 participating lighting retail outlets in 2008. In addition, the program goals are to continue to create long-term viability for ENERGY STAR branded home products 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.
<b>General Plans for 2009</b>	Planning is underway at this time however the program will most likely continue with specialty promotion in 2009.
<b>Contact</b>	Kendall Youngblood, Residential Sector Manger 503-445-7622, <a href="mailto:kendall.youngblood@energytrust.org">kendall.youngblood@energytrust.org</a>
<b>Web Site</b>	<a href="http://www.energytrust.org">www.energytrust.org</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The Energy Trust's Change a Light, Change the World (CLCW) promotion provides discounted specialty CFLs for retailers who do not typically carry CFLs or who carry only high-priced CFLs. CLCW promotes CFLs through marketing and outreach to consumers. The program works with manufacturers and retailers to secure inventory and to coordinate point-of-purchase advertisements, while also providing marketing that targets the end consumer.
<b>Fixtures</b>	Energy Trust is not providing incentives for Fixtures in 2008.
<b>Solid State Lighting</b>	Energy Trust is not providing incentives for Solid State Lighting in 2008.
<b>Demand Response</b>	Energy Trust does not include a DR component in the program at this time.
<b>Behavior Programs</b>	Energy Trust is not using behavior change programs outside of the traditional market transformation programs.
<b>Lighting Vision</b>	Energy Trust is not tied into the Lighting Vision at this time.
<b>Lighting for Tomorrow</b>	Energy Trust is not currently a Lighting for Tomorrow Sponsor.



<b>ORGANIZATION</b>	<b>Great River Energy</b> <b>On behalf of 28 Distribution Cooperatives</b>
<b>Type</b>	Electric Generation and Transmission Cooperative
<b>Service Territory</b>	Member cooperatives serve 600,000 residential customers. 87 counties in Minnesota and 3 in Western Wisconsin
<b>Program Name</b>	<b>A Brighter Idea</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Budget cycle is annual, 2008 budget for residential lighting is \$450,000.
<b>Goals and Objectives</b>	Provide support for retail distribution cooperatives in the promotion of ENERGY STAR qualified lighting products through training, marketing, financial incentives, and public relations. <ol style="list-style-type: none"> <li>1. Increase consumer awareness of energy efficiency</li> <li>2. Increase purchases ENERGY STAR appliances</li> <li>3. Decrease consumer electric bills through energy efficiency</li> <li>4. Increase energy savings to meet Regulatory goals</li> <li>5. Increase awareness of proper disposal of CFLs</li> </ol>
<b>General Plans for 2009</b>	Partner with member cooperatives, retailers, and manufacturers to deliver ENERGY STAR lighting products to retail customers.
<b>Contact</b>	Tom Sagstetter, Energy Conservation & Efficiency Program Coordinator 763-445-6106, <a href="mailto:tsagstetter@greenergy.com">tsagstetter@greenergy.com</a>
<b>Web Site</b>	<a href="http://www.greatriverenergy.com">www.greatriverenergy.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes CFLs, which are promoted through incentives and education and targeted to residential customers.
<b>Fixtures</b>	The program includes Fixtures, which are promoted through incentives and education and targeted to residential customers.
<b>Solid State Lighting</b>	The program includes Solid State Lighting, which are promoted through incentives and education and targeted to residential customers.
<b>Demand Response</b>	No DR programs at this time.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Great River Energy has goal of having a minimum of 5 CFLs in every residential home, which complements the Lighting Vision goal of reducing lighting energy use in residences 50% by 2020.
<b>Lighting for Tomorrow</b>	Great River Energy is not a Lighting for Tomorrow Sponsor.

<b>ORGANIZATION</b>	<b>Hydro-Québec</b>
<b>Type</b>	Utility
<b>Service Territory</b>	Hydro-Québec serves over 3 million customers in Quebec and is the largest energy distributor in Canada.
<b>Program Name</b>	<b>Lighting Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	In 2008, the lighting program budget is \$7 million CDN.
<b>Goals and Objectives</b>	<p>The goals of the program are measured in GWh. The program has an overall goal of 46.6 GWh (37.8 GWh for the CFLs program and 6.4 GWh for the light fixtures program).</p> <p>Besides GWh, the lighting program is also evaluated by surveys on its impact on customers' awareness and intention to buy CFLs and light fixtures.</p>
<b>General Plans for 2009</b>	<p>In 2009, HQ will continue to promote its <u>CFL program</u> with a mail-in rebate of up to 25 \$ on the purchase of qualified ENERGY STAR CFLs (5\$ rebate per each 10\$ purchase of qualified ENERGY STAR CFLs). This promotion will be supported by TV, newspapers, magazines and web advertising. They will also continue to provide partners with POP material (retailers and manufacturers).</p> <p>Starting in September 2008, HQ will also promote <u>ENERGY STAR light fixtures</u>. This promotion will go on in 2009. The ES light fixtures program consists in a \$15 mail-in rebate on the purchase of a qualified ENERGY STAR light fixture (or the purchase price before tax if under \$15). Maximum of 5 light fixtures per address. This promotion will be supported by advertising in newspapers, magazines and on the web. They will also continue to provide partners with POP material (retailers and manufacturers).</p>
<b>Contact</b>	J.D. Gagné 514-879-4100 ext. 2196, <a href="mailto:gagne.jean-daniel@hydro.qc.ca">gagne.jean-daniel@hydro.qc.ca</a>
<b>Web Site</b>	<a href="http://www.hydroquebec.com">www.hydroquebec.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	<p>The <u>CFLs program</u> is addressed to all customers segments (no segmentation done). It is promoted through incentives, education, and advertising. Hydro-Québec provides a \$5 mail-in rebate for every \$10 of qualified ENERGY STAR CFLs purchased (for a maximum of a \$25 rebate). Consumer education is provided through TV, printed and web advertising, home shows and in-store activities. Hydro-Québec works with both retailers and manufacturers partners. All partners are provided POP material to promote the program.</p> <p>The overall 2008 budget for both, the CFLs and the light fixtures programs, is of \$7 million CDN. They don't have budgets by program.</p>
<b>Fixtures</b>	Before September 1, 2008, the lighting program included only CFLs torchieres. Since September 1, 2008, the program includes all ENERGY STAR light fixtures. This change is the result of the adoption of the

	<p>ENERGY STAR Fixtures specifications in Canada.</p> <p>The light fixtures program is addressed to all customers segments (no segmentation done). It is promoted through incentives, education, and advertising. Hydro-Québec provides a \$15 mail-in rebate on the purchase of a qualified ENERGY STAR light fixture. Maximum of 5 fixtures per address. Consumer education is provided through printed and web advertising, home shows and in-store activities. Hydro-Québec works with both retailers and manufacturers partners. All partners are provided POP material to promote the program.</p> <p>The overall 2008 budget for both, the CFLs and the light fixtures programs, is of \$7 million CDN. They don't have budgets by program.</p>
<b>Solid State Lighting</b>	<p>The program includes Solid State Lighting in the form of LED seasonal lighting for residential use. LEDs are promoted through education and targeted at residential consumers, though without incentives.</p>
<b>Demand Response</b>	<p>At the moment, the lighting program does not include a Demand Response (DR) component.</p>
<b>Behavior Programs</b>	<p>The CFLs and light fixtures programs are supported by <i>Practical Tips</i>. Whenever possible, some tips are included in their communication efforts. Corporately, HQ is also promoting "good habits" in most of its communications. The lighting program does not have any program objectives related to those <i>Practical Tips</i>.</p>
<b>Lighting Vision</b>	<p>Hydro-Québec is monitoring the CEE Lighting Vision work and considering how it could be referenced in their programs along with a similar Canadian effort, the Strategic Lighting Initiative Committee.</p>
<b>Lighting for Tomorrow</b>	<p>Hydro-Québec is a Lighting for Tomorrow Sponsor and will organize a small lighting show to introduce retail lighting buyers to the winning Fixtures (as well as other ENERGY STAR Fixtures). This project is planned for 2009.</p>



<b>ORGANIZATION</b>	<b>Idaho Power</b>
<b>Type</b>	Utility
<b>Service Territory</b>	Idaho Power serves approximately 400,000 residential customers in Idaho.
<b>Program Name</b>	<b>Change a Light</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The budget for this program is approximately \$600,000.
<b>Goals and Objectives</b>	The program's two primary goals are to increase sales of CFL bulbs and to garner energy savings of over 10 million kWh.
<b>General Plans for 2009</b>	Continue retailer based promotions in 2009 for both CFL bulbs and ENERGY STAR light fixtures and ceiling fans. Educate customers about the benefits of energy efficiency.
<b>Contact</b>	Patti Best, Program Specialist 208-388-5948, <a href="mailto:pbest@idahopower.com">pbest@idahopower.com</a>
<b>Web Site</b>	<a href="http://www.idahopower.com/changealight">www.idahopower.com/changealight</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The CFL buy-down program reduces the retail price of spiral and specialty CFLs and markets products through point of purchase materials, in-store promotions, web site promotion, customer billing and newsletters, etc. The program's target audience is residential customers.
<b>Fixtures</b>	Idaho Power launched a promotion for ENERGY STAR qualified fixtures and fans. Residential customers can earn an incentive up to \$15 on qualified fixtures and up to \$20 on select ENERGY STAR ceiling fans. The promotions are part of a larger, Home Products program. <a href="http://www.idahopower.com/homeproducts">www.idahopower.com/homeproducts</a>
<b>Solid State Lighting</b>	Idaho Power offers a LED Holiday lighting promotion for commercial customers only.
<b>Demand Response</b>	The lighting program does not include a demand response component.
<b>Behavior Programs</b>	The lighting program includes an educational component encouraging customers to make energy efficient choices. However, at this time it does not include specific goals related to behavior change specifically.
<b>Lighting Vision</b>	Idaho Power is currently evaluating CEE's Lighting Vision Goal and determining whether they will modify their activities.
<b>Lighting for Tomorrow</b>	Idaho Power is not a Lighting for Tomorrow Sponsor at this time.



<b>ORGANIZATION</b>	<b>Long Island Power Authority (LIPA)</b>
<b>Type</b>	Utility/Energy Efficiency Program Sponsor
<b>Service Territory</b>	LIPA serves nearly 1 million residential and commercial customers in Long Island and the Rockaway's with the exception of Rockville Center, Freeport and Greenport.
<b>Program Name</b>	<b>Energy Efficient Products Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Total budget is approximately \$4 million (lighting & appliances) for 2008.
<b>Goals and Objectives</b>	In 2008 LIPA has a goal of helping consumers to purchase 1.2 million CFLs, 15,000 Fixtures, and 15,000 LED Holiday Lights. These purchases are tied to their savings goal of 43,000 MWh and 3.33 MW. In terms of industry involvement, LIPA seeks to have at least 300 participating lighting retailers in their programs.
<b>General Plans for 2009</b>	LIPA plans to continue rebating bare spirals through its seasonal promotions, one in the spring and one in the fall. LIPA will continue to research SSL lighting and look for opportunities to promote this new technology. LIPA will also continue to rebate specialty bulbs, reflectors and cold cathode bulbs for the entire year.
<b>Contact</b>	Renee Crespi, Program Manager 631-755-5301, <a href="mailto:rcrespi1@service.lipower.org">rcrespi1@service.lipower.org</a>
<b>Web Site</b>	<a href="http://www.lipower.org">www.lipower.org</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes CFLs, which are promoted through incentives and education. LIPA provides seasonal promotions in the Spring and Fall. In 2008 the seasonal promotions were a \$.50 off per bulb per pack. In addition LIPA offers a rebate on PNNL Reflectors at \$2.50 per bulb, per pack. LIPA works with retailers, which provide the coupons to consumers and/or participate in joint promotions. The program is targeting consumers, retailers, and manufacturers.
<b>Fixtures</b>	The program includes Fixtures, which are promoted through incentives and education, targeting consumers, retailers, and manufacturers.
<b>Solid State Lighting</b>	LIPA doesn't have a SSL program for 2008.
<b>Demand Response</b>	LIPA doesn't have a DR program.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	LIPA is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.
<b>Lighting for Tomorrow</b>	LIPA is a Lighting for Tomorrow Sponsor. They feature the Lighting for Tomorrow Fixtures on their web site and target consumers through this activity.



<b>ORGANIZATION</b>	<b>Los Angeles Department of Water and Power</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves 1.2 million customers in Los Angeles, CA
<b>Program Name</b>	<b>Direct to Door CFL Distribution Program CFL Manufacturer Buy Down Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	LADWP has budgeted \$8 million for ENERGY STAR-qualified CFL programs (\$5 million toward distribution and \$3 million for a manufacturer buy down).
<b>Goals and Objectives</b>	The lighting program aims to influence the purchase of 3.5 million CFLs and achieve savings of 15.4 MW and 75 GWh. The CFL Manufacturer Buy Down Program will be evaluated by the number sales of CFLs within the LADWP service territory by retailers participating in the program.
<b>General Plans for 2009</b>	LADWP would like to expand its CFL Manufacturer Buy Down Program to include other residential lighting such as lighting fixtures.
<b>Contact</b>	Steven Starks, Senior Utility Conservation Representative 213-367-4019 <a href="mailto:steve.starks@ladwp.com">steve.starks@ladwp.com</a>
<b>Web Site</b>	<a href="http://www.ladwp.com">www.ladwp.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The total 2008-2009 budget for CFL Programs is \$8.0 million. LADWP has various components to its CFL Program. CFLs are distributed at various community events as well as in conjunction with their Trees for a GREENLA Program and Refrigerator Recycling Program. Distribution of energy-efficient CFLs to all residential customers raises awareness of this cost-effective technology. The Direct to Door CFL Distribution Program is an effort by LADWP to distribute 2 cfls to every residential customer served by LADWP. The CFL Manufacturer Buy Down Program is targeted at the manufacturer/distributor level so that retailers are provided CFL product at a reduced cost which is then passed on to LADWP customers.
<b>Fixtures</b>	The program does not include fixtures at this time.
<b>Solid State Lighting</b>	The program does not include SSL at this time.
<b>Demand Response</b>	The program does not include DR at this time.
<b>Behavior Programs</b>	LADWP giveaway of educational materials and CFLs at various community events and in partnership with other City Departments, the Department hopes to encourage the use of CFLs.
<b>Lighting Vision</b>	LADWP is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.
<b>Lighting for Tomorrow</b>	LADWP is not a Lighting for Tomorrow Sponsor at this time.



<b>ORGANIZATION</b>	<b>Midwest Energy Efficiency Alliance</b>
<b>Type</b>	Energy Efficiency Non-Profit
<b>Service Territory</b>	Nine-state region covering the Midwest
<b>Program Name</b>	<b>Lights for Learning™</b> <b>Change the World, Start with ENERGY STAR</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Lights for Learning has a budget of \$550,000 Change the World has a budget of \$350,000
<b>Goals and Objectives</b>	Savings goals: Lights for Learning – 62k CFLs, 3,600 MWhs Change the World – 150k CFLs, 51 million kWhs Results are evaluated by considering: Lights for Learning – Survey results Change the World – lift in CFL sales throughout region
<b>General Plans for 2009</b>	Lights for Learning plans include an expansion of website, curriculum, and number of participants. Change the World plans include retailer-based incentives program running from Oct – Dec.
<b>Contact</b>	Chad Bulman, Residential Program Manager 312-587-8390
<b>Web Site</b>	Lights for Learning – <a href="http://www.lights4learning.org/">www.lights4learning.org/</a> Change the World – <a href="http://www.mwalliance.org/cal2008">www.mwalliance.org/cal2008</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	Both programs include CFLs. The budget is \$900k for both. CFLs are promoted through advertising, conferences, email distribution, in-store POP, word of mouth, and special events.  Lights for Learning program is targeted to K-12 students, educators, and community groups.  Change the World program is targeted to retailers, manufacturers, and consumers.
<b>Fixtures</b>	Neither program includes Fixtures.
<b>Solid State Lighting</b>	Neither program includes Solid State Lighting.
<b>Demand Response</b>	Neither program includes a Demand Response component.
<b>Behavior Programs</b>	Lights for Learning contains an educational component consisting of lesson plans, in-class demonstrations, and activities for students. It is difficult to quantify savings for these programs.
<b>Lighting Vision</b>	MEEA doesn't have an explicit goal, they are just trying to get as much info and product into the market, which essentially complements the



	Lighting Vision goal of reducing lighting energy use in residences 50% by 2020. To date, MEEA has found the mercury talking points developed by the Vision Group to be very useful.
<b>Lighting for Tomorrow</b>	MEEA is not currently a Lighting for Tomorrow Sponsor.

<b>ORGANIZATION</b>	<b>Northeast Energy Efficiency Partnerships (NEEP)</b>
<b>Type</b>	Regional consortium of energy efficiency programs
<b>Service Territory</b>	NEEP Sponsors operate in Connecticut, Massachusetts, Rhode Island, Vermont, New Jersey and New York (Long Island), with the exception of the service territory of municipal utilities within this region. The initiative serves approximately 9 million residential customers.
<b>Program Name</b>	<b>Northeast ENERGY STAR Products Initiative</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The Initiative has an annual budget cycle. Some members develop their budgets as part of a multi-year planning cycle, however.
<b>Goals and Objectives</b>	The overarching Initiative goal is to increase the stocking, promotion and sale of ENERGY STAR appliances. Specific goals and objectives vary by sponsor. Some sponsor goals are at the program level, while others, particularly energy savings goals are at the sector (residential) or organizational level.
<b>General Plans for 2009</b>	Programs will continue to promote ENERGY STAR qualified appliances through incentives, consumer and retailer education, and aggressive marketing.
<b>Contacts</b>	Melissa Lucas, Residential Programs Manager, NEEP 781-860-9177 ext. 15, <a href="mailto:mlucas@neep.org">mlucas@neep.org</a>
<b>Web Site</b>	<a href="http://www.neep.org/initiatives/index.html">www.neep.org/initiatives/index.html</a> Varies by program. <a href="http://www.myenergystar.com">www.myenergystar.com</a> is a site managed by a subgroup of the Initiative (MA, VT, RI)
<b>PROGRAM COMPONENTS</b>	
<b>Program Activities</b>	<p>The program has strong upstream and downstream components. Most initiative members focus primarily, if not exclusively, on residential customers, with a focus on retail channels. A number of sponsors have run appliance turn-in/recycling promotions (primarily room air conditioners and dehumidifiers) of limited duration.</p> <p>Incentives for joint promotions with industry are negotiated. The following in-store consumer rebates are offered by sponsors:</p> <p><b>See Chart below</b></p> <p>Sponsors' field implementation contractors play an active and ongoing role in training sales staff at all retail appliance market channels. Marketing contractors develop and help deploy marketing materials and campaigns that often have a consistent "look and feel." Sponsors use a combination of print, point-of-purchase, radio, and other media to reach consumers. Individual sponsors supplement these coordinated marketing efforts to meet specific needs.</p>
<b>ENERGY STAR</b>	Yes
<b>CEE Specifications</b>	CEE Specifications are used occasionally – The use of CEE specifications varies, depending on sponsor programs (See chart below)

<p><b>Coordination</b></p>	<p>The initiative represents joint and coordinated program activities of program administrators in:</p> <ul style="list-style-type: none"> <li>▪ CT: <b>United Illuminating Company and Connecticut Light and Power</b></li> <li>▪ MA: <b>Cape Light Compact, National Grid, NSTAR Electric, Unutil, and Western Massachusetts Electric</b></li> <li>▪ NY: <b>Long Island Power Authority (LIPA)</b></li> <li>▪ RI: <b>National Grid</b></li> <li>▪ VT: <b>Efficiency Vermont</b></li> <li>▪ NJ: <b>New Jersey Clean Energy Program</b></li> </ul> <p>Regional activities are facilitated through Northeast Energy Efficiency Partnerships (NEEP).</p> <p>In addition to internal coordination among initiative members, appliance program activities are coordinated with members' ENERGY STAR lighting program efforts. Appliance Initiative members also coordinate with other NEEP regional Appliance Initiative Sponsors (New Hampshire utilities, Efficiency Maine, and NYSERDA) on regional and national activities such as strategic planning, national promotions, product quality, ENERGY STAR specification revisions, etc.</p> <p>* Individual program summaries are included for Several of the Sponsors.</p>
<p><b>Recycling</b></p>	<p>Several Programs are exploring the inclusion of appliance recycling for 2009. Details of specific program activities are undetermined.</p>
<p><b>Behavior Programs</b></p>	<p>Some messaging does involve behavioral elements (i.e. run clothes washers and dishwashers when full)</p>

<b>ORGANIZATION</b>	<b>NSTAR Electric &amp; Gas Company</b>								
<b>Type</b>	Utility								
<b>Service Territory</b>	NSTAR serves approximately 775,000 residential customers in the Greater Boston area, including Boston proper/ Metro West/South Shore/South Coast of Massachusetts.								
<b>Program Name</b>	<b>Northeast ENERGY STAR Residential Appliance &amp; Lighting Initiative</b>								
<b>PROGRAM BACKGROUND</b>									
<b>Budget</b>	The budget is approximately \$3 million for field outreach, marketing, and incentives.								
<b>Goals and Objectives</b>	The ultimate goal of the program is market transformation, which NSTAR hopes to achieve by supporting the development of a wider range of quality CFLs and lighting Fixtures. NSTAR evaluates results through retailer participation in Negotiated Cooperative Promotions (NCPs) and coupons. Sales data is collected to show how many products were sold by each store. An annual lighting inventory measures market penetration in stores participating in the program.								
<b>General Plans for 2009</b>	N/A								
<b>Contact</b>	<table border="0"> <tr> <td>Program Administration:</td> <td>Program Evaluation:</td> </tr> <tr> <td>Jerry Carey, Residential Program Manager</td> <td>Gail Azulay</td> </tr> <tr> <td>781-441-8718</td> <td>781-441-8024</td> </tr> <tr> <td><a href="mailto:Gerald.Carey@nstar.com">Gerald.Carey@nstar.com</a></td> <td><a href="mailto:Gail_Azulay@nstar.com">Gail_Azulay@nstar.com</a></td> </tr> </table>	Program Administration:	Program Evaluation:	Jerry Carey, Residential Program Manager	Gail Azulay	781-441-8718	781-441-8024	<a href="mailto:Gerald.Carey@nstar.com">Gerald.Carey@nstar.com</a>	<a href="mailto:Gail_Azulay@nstar.com">Gail_Azulay@nstar.com</a>
Program Administration:	Program Evaluation:								
Jerry Carey, Residential Program Manager	Gail Azulay								
781-441-8718	781-441-8024								
<a href="mailto:Gerald.Carey@nstar.com">Gerald.Carey@nstar.com</a>	<a href="mailto:Gail_Azulay@nstar.com">Gail_Azulay@nstar.com</a>								
<b>Web Site</b>	<a href="http://www.nstar.com">www.nstar.com</a>								
<b>PROGRAM COMPONENTS</b>									
<b>CFLs</b>	The program includes CFLs, which are promoted through manufacturer and retailer partnerships, catalog and online marketing, product incentives, co-op advertising, grassroots marketing, and special events. The program targets the consumer by working with retailers, manufacturers and other supplemental channels (including catalog and web).								
<b>Fixtures</b>	The program includes Fixtures, which are promoted through manufacturer and retailer partnerships, catalog and online marketing, product incentives, co-op advertising, grassroots marketing, and special events. The program targets the consumer by working with retailers, manufacturers and other supplemental channels (including catalog and web).								
<b>Solid State Lighting</b>	The program doesn't offer incentives for Solid State Lighting at this time due in part to limited residential applications in the negotiated cooperative promotion process. However, NSTAR is promoting awareness of special applications and referring to Solid State Lighting as the next generation of lighting products. These promotions are targeted at consumers.								
<b>Demand Response</b>	The program doesn't include DR at this time.								
<b>Behavior Programs</b>	None.								



<b>Lighting Vision</b>	NSTAR efforts are not currently tied into the Lighting Vision.
<b>Lighting for Tomorrow</b>	NSTAR is a Lighting for Tomorrow Sponsor and promotes winning Fixtures through in-store coupons.

<b>ORGANIZATION</b>	<b>New York State Energy Research and Development Authority (NYSERDA)</b>
<b>Type</b>	State government
<b>Service Territory</b>	National Grid, Orange & Rockland (O&R), Con Edison, Rochester Gas and Electric (RG&E), and New York State Electricity and Gas (NYSEG) service territories. 7 Million households
<b>Program Name</b>	<b>The New York Energy Smart<sup>SM</sup> Products Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	There is no separate budget for the lighting initiative, as it is funded as part of the larger "Products Program," which is allocated at \$4.275 million annually.
<b>Goals and Objectives</b>	The goal of the program is to increase public awareness of energy efficient lighting and to educate and train retail sales staff throughout New York on ENERGY STAR and how to "up-sell" these products. Additionally, NYSERDA aims to expand the offering of ENERGY STAR products in the New York retail market through partnerships with manufacturers in order to reduce kWh and peak load in New York state and increase the market share of ENERGY STAR products.
<b>General Plans for 2009</b>	NYSERDA will be working toward the goal of Governor Spitzer's 15 by 15 plan by significantly increasing its efforts in the promotion of CFLs. The Program has new funding sources (TBD) to promote CFLs and will continue on its current efforts of working with retailers and manufacturers to positively impact the market.
<b>Contact</b>	Mark Michalski, Project Manager 518-862-1090 ext. 3237, <a href="mailto:mm2@nyserdera.org">mm2@nyserdera.org</a>
<b>Web Site</b>	<a href="http://www.GetEnergySmart.org">www.GetEnergySmart.org</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program promotes CFLs through outreach and education focusing on the mid-stream market, helping retailers to create an atmosphere where consumers can clearly identify CFLs as a better alternative over incandescent lighting. NYSERDA provides retailers with training, in-store promotional materials, and publicity through multiple outreach sources. The program continues to work with manufacturers on educational buy-downs that provide retail locations with lower cost CFLs coupled with extensive educational materials to persuade consumers to purchase CFLs.  As mentioned above, there will be a new funding source for CFLs in 2009, but that figure has yet to be determined. However, program retailer and manufacturer partners should have an increased amount of funding to promote CFLs through the program in 2009.
<b>Fixtures</b>	The program promotes Fixtures through outreach and education to the upstream market. Manufacturers who participate in the program have an opportunity to be exposed to retailers, builders, contractors, electricians,

	and others who are looking for new ENERGY STAR and/or energy-efficient lighting Fixture applications. By increasing the supply of ENERGY STAR and/or energy-efficient lighting Fixtures, participants receive more attention in showrooms, catalogues, and retail stores.
<b>Solid State Lighting</b>	The program is in the process of determining how to approach the promotion of SSL technology due to the recent passing of multiple ENERGY STAR specs by the ENERGY STAR program. The program is comparing the specs and will be choosing to promote product on a case-by-case basis until criteria is developed that the program is content with.
<b>Demand Response</b>	The program does not include a Demand Response component.
<b>Behavior Programs</b>	The program promotes the use of ENERGY STAR CFLs and fixtures to consumers using all available marketing mediums. Evaluation is difficult, but can be quantified through marketing research conducted on the summer campaign messaging which includes messaging on the importance of using CFLs and fixtures.
<b>Lighting Vision</b>	NYSERDA's goal for reducing lighting energy use is complemented by the Lighting Vision goal of reducing lighting energy use in residences 50% by 2020. A lot of the language from the Vision's mercury sub-group is on NYSERDA's lighting web page. NYSERDA is still struggling with the promotion of fixtures and is looking for assistance from CEE or other national entities in working with fixture manufacturers. By working through manufacturers, the CFL initiative has grown considerably. The program still believes that the fixture manufacturers are key in promoting fixtures, but have not figured out how to actively engage manufacturers and keep them interested in the program like CFL manufacturers have become.
<b>Lighting for Tomorrow</b>	NYSERDA is a Lighting for Tomorrow Sponsor. The program sends all LFT information to retail and builder partners. This transfer of information provides them with information on new, attractive products that will be hitting the market. The program targets builders, showrooms, retailers, etc.

<b>ORGANIZATION</b>	<b>NV Energy</b>
<b>Type</b>	Utility
<b>Service Territory</b>	55,000 sq. miles serving 1.2 million residential and commercial electric customers and 150,000 residential and commercial gas customers in Nevada and California
<b>Program Name</b>	<b>ENERGY STAR Lighting and Appliance Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	2008 budget over \$5 million
<b>Goals and Objectives</b>	Approx. 254 million first-year kWh savings through the sale of over 4 million CFLs and ENERGY STAR qualified fixtures in 2008. These sales will be accomplished through approximately 150 retail outlets and several direct distribution events.
<b>General Plans for 2009</b>	In 2009, they plan on selling their 10 millionth CFL since the inception of this program.
<b>Contact</b>	John Hargrove, Sr. Program Manager 775-834-5580, <a href="mailto:jwhargrove@sppc.com">jwhargrove@sppc.com</a>
<b>Web Site</b>	<a href="http://www.nvenergy.com">www.nvenergy.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	This residential program promotes CFLs in retailer locations through upstream buy-down agreements with CFL manufacturers. In addition to the instant rebates for customers on the CFLs at retailer locations, they also promote energy-efficient lighting education through a variety of charity events, employer direct distribution events, and table top trainings at retailer locations.
<b>Fixtures</b>	The program promotes ENERGY STAR qualified light fixtures through upstream buy-down agreements with manufacturers to provide instant rebates at participating retailer locations. The program also includes direct install ENERGY STAR qualified light fixtures target at residential new home builders.
<b>Solid State Lighting</b>	The program doesn't include solid state lighting at this time.
<b>Demand Response</b>	The program doesn't include Demand Response at this time.
<b>Behavior Programs</b>	The program doesn't include Behavior Programs at this time.
<b>Lighting Vision</b>	The program is not tied to Lighting Vision goals at this time.
<b>Lighting for Tomorrow</b>	NV Energy is not a Lighting for Tomorrow Sponsor at this time.

<b>ORGANIZATION</b>	<b>Ontario Power Authority (OPA)</b>
<b>Type</b>	Government Agency
<b>Service Territory</b>	The OPA has no direct customers. The OPA is responsible for coordinating conservation programs within Ontario.
<b>Program Name</b>	<b>Every Kilowatt Counts (EKC) Power Savings Event</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	There is \$9 million budget for the program as a whole but only a portion of the program deals with the lighting load.
<b>Goals and Objectives</b>	The program has a gross target of 3 MW savings and net target of 2 MW savings, but 4.7% of the savings are targeted from lighting products. Participation rate, conservation awareness and market penetration are also considered.
<b>General Plans for 2009</b>	The EKC Power Savings Event will be in market in 2009, and a portion of the program will address the lighting load.
<b>Contact</b>	Kathryn Quail 416-969-6081
<b>Web Site</b>	<a href="http://www.everykilowattcounts.com">www.everykilowattcounts.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes specialty CFLs, not the standard CFLs. The incentive budget for the specialty CFLs is \$800,000. Coupons of instant rebate (\$4 on each purchase) for purchase of the specialty CFLs are provided to participating retailers and are available on the website. Customers can redeem the coupon when they purchase the specialty CFLs from the participating retailers. The program is targeting all customers through out the province.
<b>Fixtures</b>	The program includes ENERGYSTAR fixtures and T8 fixtures. The incentive budget for the fixture product is \$1,150,000. Coupons of instant rebate for purchase of the ENERGYSTAR fixtures (\$15 on each purchase) or T8 fixtures (\$8 on each purchase) are provided to participating retailers and are available on the website. Customers can redeem the coupon when they purchase fixtures from the participating retailers. The program is targeting all customers through out the province.
<b>Solid State Lighting</b>	The program does not include solid state lighting.
<b>Demand Response</b>	The program does not include demand response portion.
<b>Behavior Programs</b>	The program also provides incentive to purchase heavy duty timer for pools and spas, baseboard programmable thermostats and power bar with integrated timer. Education elements are included in the promotion of these products, targeting behavior changes in electricity consumption.  Coupon redemption was tracked and follow up survey was used to verify the installation/replacement and usage of the purchased products. Free ridership was also evaluated through out the program. Savings between new technology and the old technology were claimed if a customer, who used the coupon, was influenced by the program and replaced the existing



	old product with the new purchase.
<b>Lighting Vision</b>	There is no specific goal in the program for lighting load.
<b>Lighting for Tomorrow</b>	The OPA is the sponsor for Lighting for Tomorrow. The program does not specifically promote the LFT fixtures. ENERGYSTAR was used for incentive criterion. The program is targeting all customers through out the province.

<b>ORGANIZATION</b>	<b>PacifiCorp (Rocky Mountain Power and Pacific Power)</b>
<b>Type</b>	Electric Utility
<b>Service Territory</b>	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
<b>Program Name</b>	<b>Home Energy Savings Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Annual budget for lighting portion of Home Energy Savings is \$8 million
<b>Goals and Objectives</b>	Savings goals: 200,000 net mWhs Results are evaluated by considering number of units and unique participants.
<b>General Plans for 2009</b>	Year-round, standard CFLs, specialty lighting and fixtures Manufacturer incentives for CFLs and specialty lighting Consumer post-purchase incentives for fixtures
<b>Contact</b>	James E. Gilroy, Residential Energy Efficiency Program Mgr. 503-813-5153, <a href="mailto:james.gilroy@pacificcorp.com">james.gilroy@pacificcorp.com</a>
<b>Web Site</b>	<a href="http://www.rockymountainpower.net/hes">www.rockymountainpower.net/hes</a> <a href="http://www.pacificpower.net/hes">www.pacificpower.net/hes</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The current program offers PacifiCorp residential customers a mark-down incentive at retail on the purchase of spiral CFL's. The budget for CFL programs is \$4.9M (proposed). The program offers mark-down incentives at the point-of-purchase and is targeted to consumers.
<b>Fixtures</b>	The program includes \$20 incentives on ENERGY STAR qualified fixtures and ceiling fans. It is included in HESP 2008 Budget of \$11.8M (proposed). Point-of-purchase marketing materials showcase the \$20 incentive opportunity, which again are targeted at consumers.
<b>Solid State Lighting</b>	The program is considering adding LED Christmas light applications in the 2008 holiday season. It would be included in HESP 2008 Budget of \$11.8M (proposed). The program would also offer mark-down incentives at the point-of-purchase and target consumers.
<b>Demand Response</b>	PacifiCorp doesn't include DR programs at this time.
<b>Behavior Programs</b>	Not at this time. PacifiCorp focuses on educating consumers on proper application of CFL and LED lighting technology.
<b>Lighting Vision</b>	PacifiCorp has a goal for reducing lighting energy use but it is not directly tied to the Lighting Vision. Their savings goals are not specifically tied to a percentage of decreased use instead they focus on kWh savings.
<b>Lighting for Tomorrow</b>	PacifiCorp is not a Lighting for Tomorrow Sponsor.



<b>ORGANIZATION</b>	<b>Puget Sound Energy</b>
<b>Type</b>	Utility - gas & electric
<b>Service Territory</b>	PSE serves 1,000,000 electric customers and approximately 700,000 natural-gas customers in Washington state.
<b>Program Name</b>	<b>Residential Retail Lighting Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	\$14 million
<b>Goals and Objectives</b>	Savings Goals: Overall goal - 3.5mil bulbs and 25,000 fixtures = 118mil kWh. Moving from coupon model to markdown (discount upstream & midstream) model in all 200 retail stores. Blanket POP in all stores. Results are evaluated by using a variety of reports to gage market penetration: NEEA reports and own joint Puget Sound utilities saturation survey.
<b>General Plans for 2009</b>	Increased bulb and fixture unit goals, expand retailer stores participating, implement more community outreach events with retail stores.
<b>Contact</b>	Todd Starnes, Manager Residential Energy Efficiency Services 425-456-2438, <a href="mailto:Todd.Starnes@pse.com">Todd.Starnes@pse.com</a>
<b>Web Site</b>	<a href="http://www.pse.com">www.pse.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program promotes CFL bulbs through incentives, bill inserts, news ads, and education. All Puget Sound Energy residential electric customers can get up to \$4 off a variety of ENERGY STAR qualified CFL bulbs at over 200 participating retailers. The bulbs being promoted in the program include standard twist, specialty (vanity, globe, reflectors, and 3-way), and multi-pack CFLs. They are targeting education to residential consumers, and incentives through a markdown model with retailers and manufacturers.
<b>Fixtures</b>	The program promotes CFL fixtures through incentives, bill inserts, news ads, and education. All Puget Sound Energy residential electric customers can get up to \$20 off of ENERGY STAR qualified pin-based CFL indoor fixtures. The retail program targets residential consumers and the new construction and showroom program targets consumers, builders, and electrical contractors.
<b>Solid State Lighting</b>	The program does not include Solid State Lighting – they are researching application of this new technology.
<b>Demand Response</b>	PSE is currently beginning in-store events designed to educate consumers and exchange old fixtures and bulbs for new more efficient ones. They hope to change behaviors through education and will monitor same store sales pre and post event to gage effectiveness. PSE intends to continue to look for ways to engage the consumer and drive behavior change.
<b>Behavior Programs</b>	Yes, see above. PSE is currently looking at holistic ways to address behavioral change at



	the community level... still in development.
<b>Lighting Vision</b>	PSE is currently considering whether/how to modify its activities and to tie into CEE's Lighting Vision Goal.
<b>Lighting for Tomorrow</b>	PSE is a Lighting for Tomorrow Sponsor. It plans to distribute the promotional materials to showrooms, the Seattle Lighting Design Lab, and builders in its service territory. In addition, the program will use the promotional materials to educate multifamily building owners.



<b>ORGANIZATION</b>	<b>Sacramento Municipal Utility District (SMUD)</b>
<b>Type</b>	Utility
<b>Service Territory</b>	Approximately 520,000 residential customers in Sacramento County, CA.
<b>Program Name</b>	2008 Residential Retail Lighting
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	\$2,660,011
<b>Goals and Objectives</b>	The purpose of SMUD's Residential Lighting Program is to increase the market penetration of high-efficiency light bulbs and Fixtures in Sacramento. The program encourages increased, long-term demand for and manufacture, stocking, and sales of these products. Program goals are to save 39.6 million kWh annually and reduce 6.2 MW of summer peak load. These goals are based on program sales of 1,242,500 CFLs and 7,500 CFL fixtures. As of 2005, 13% of residential fixtures had $\geq 1$ CFL, up from 0.9% in 2000, and 9% of all light bulbs in homes were CFLs, up from 1% in 2000.
<b>General Plans for 2009</b>	The 2009 program (draft) calls for a total budget of \$2.89M, of which \$2.35M will be for upstream incentives, targeting sales of 1.39M ENERGY STAR CFLs and 8,400 ENERGY STAR fixtures. Program goals are 45.5M kWh energy savings and 7.1 MW of peak-load reduction.
<b>Contact</b>	Rick Kallett, Principal Demand-Side Specialist 916-732-5477, <a href="mailto:rkallett@smud.org">rkallett@smud.org</a> Jon Elissalde, Program Manager 916-732-6657, <a href="mailto:jelissal@smud.org">jelissal@smud.org</a>
<b>Web Site</b>	<a href="http://www.smud.org">www.smud.org</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	CFLs are promoted through marketing, field services, consumer education, and primarily manufacturer buy-downs. The main component of the program is a cooperative marketing fund, a pool of matching dollars that the program makes available to qualifying manufacturer and/or retailer marketing proposals that promote ENERGY STAR-qualified lighting products. Promotions may take the form of in-store signage, point-of-purchase material, rebates, print advertising, and more. The program targets retailers and manufacturers as well as consumers.
<b>Fixtures</b>	Same as CFLs.
<b>Solid State Lighting</b>	The program is committed to promoting winners of the U.S. DOE's "L Prize" SSL competition. The program may promote ENERGY STAR SSL in 2009, pending resolution of differences between, and/or industry confusion over, DOE and EPA's separate ENERGY STAR criteria. Incentives would be upstream and would be within the current draft 2009 budget.
<b>Demand Response</b>	The program does not include a Demand Response (DR) component and there are no plans at the current time to include DR in the future.



<b>Behavior Programs</b>	SMUD uses advertising and other forms of marketing to encourage its customers to buy and use ENERGY STAR CFLs and fixtures.
<b>Lighting Vision</b>	The SMUD program has helped open and will continue to help expand the efficient-lighting market in California, as CA is preparing to meet the requirements of both the CA Lighting Efficiency & Toxics Reduction Act of 2007 and the federal Energy Independence and Security Act of 2007. SMUD's program complements CEE's Lighting Vision goal.
<b>Lighting for Tomorrow</b>	SMUD is a Lighting for Tomorrow Sponsor. Lighting for Tomorrow Fixtures are promoted primarily through displays at community events and through cooperative in-store promotions targeting consumers.



<b>ORGANIZATION</b>	<b>Salt River Project Power District</b>
<b>Type</b>	Electric Utility – public power
<b>Service Territory</b>	The Salt River Project (SRP) Power District's service territory covers the Phoenix, AZ metropolitan area. It serves 825,000 residential electric customers.
<b>Program Name</b>	<b>SRP PowerWise</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	\$1,000,000
<b>Goals and Objectives</b>	The primary goal is to achieve incremental kWh savings in the range of 37 million kWh /year. They evaluate results by sales of lamps.
<b>General Plans for 2009</b>	The residential plan focuses on a retail CFL buy-down program with a group of brand name manufacturers. These brands are all distributed through major retailers. They feel the use of a few large retailers is adequate to meet their kWh goal.
<b>Contact</b>	Mark Gagen Product Development 602-236-2691, <a href="mailto:mark.gagen@srpnet.com">mark.gagen@srpnet.com</a>
<b>Web Site</b>	<a href="http://www.srpnet.com/energy/powerwise">www.srpnet.com/energy/powerwise</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	<p>The budget for CFLs is \$1,000,000. The program offers training for the sales force of partner retailers. Training is also being developed for commercial contractors. The program uses the following marketing and outreach techniques: monthly bill inserts, website, direct mail, print ads and events, including those at retailer locations. The target audience includes all residential and commercial customers.</p> <p>CFL's are promoted by offering a markdown at participating retailers. They buy down the cost of the lamp through these retailers distributors. They use ongoing marketing through bill inserts, web site, print media, and television and radio to promote the offer and inform the customers about the benefits of these products.</p>
<b>Fixtures</b>	The program doesn't include Fixtures.
<b>Solid State Lighting</b>	The program doesn't include Solid State Lighting.
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	Salt River Project uses ongoing marketing through bill inserts, web site, print media, and television and radio, to educate their customers on the value of the lighting technology and energy conservation. They don't claim savings for these efforts.
<b>Lighting Vision</b>	It has yet to be determined how Salt River Project will modify its activities to tie into CEE's Lighting Vision Goal.
<b>Lighting for Tomorrow</b>	Salt River Project is not a Lighting for Tomorrow Sponsor at this time.



<b>ORGANIZATION</b>	<b>San Diego Gas &amp; Electric</b>
<b>Type</b>	Utility
<b>Service Territory</b>	SDG&E serves approximately 3.4 million customers in San Diego County and Southern Orange County.
<b>Program Name</b>	<b>N/A</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The three year program (2006 through 2008) has a budget of \$16,877,860.
<b>Goals and Objectives</b>	The goal of the program is to save 26,675 kW and 283,453,347 kWh.
<b>General Plans for 2009</b>	Not available.
<b>Contact</b>	Mark Jensen, Program Manager 858-636-6811, <a href="mailto:majensen@semprautilities.com">majensen@semprautilities.com</a>
<b>Web Site</b>	<a href="http://www.sdge.com/residential/lighting.shtml">www.sdge.com/residential/lighting.shtml</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes CFLs, which are promoted through manufacturer incentives and targeted toward consumers via the manufacturer and retailers. SDG&E runs a Light Turn-In program where regular incandescent bulbs are replaced with fluorescent bulbs at no cost to the consumer. The program consists of dozens of community events held throughout SDG&E's service territory and coordinated through an extensive network of community organizations and government agencies. SDG&E provides a discount on ENERGY STAR-qualified CFLs, which is indicated to the consumer by a SDG&E sticker at the retail location. These discounted products are displayed with the special low price provided by the manufacturer, the retailer, and SDG&E.
<b>Fixtures</b>	Fixtures are included in the program, and are promoted through manufacturer incentives and targeted toward consumers via the manufacturer and retailers. SDG&E runs a Light Turn-In program where halogen torchieres are replaced with more energy-efficient models at no cost to the consumer. The program consists of dozens of community events held throughout SDG&E's service territory and coordinated through an extensive network of community organizations and government agencies. SDG&E provides discounts on ENERGY STAR-qualifying indoor and outdoor hardwired lighting Fixtures, which is indicated to the consumer by an SDG&E sticker at retail. These discounted products are displayed with the special low price provided by the manufacturer, the retailer, and SDG&E.
<b>Solid State Lighting</b>	The program includes Solid State Lighting, which is promoted through manufacturer incentives and targeted toward consumers via the manufacturers and retailers. The SSL budget is part of the overall budget.
<b>Demand Response</b>	SDG&E's lighting program does not include a Demand Response (DR) component at this time.



<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	SDG&E is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.
<b>Lighting for Tomorrow</b>	SDG&E is a Lighting for Tomorrow Sponsor. It promotes the winning Fixtures as part of its activities to provide rebates towards all qualifying, ENERGY STAR-rated products. These rebates are targeted to residential customers within the SDG&E service territory.



<b>ORGANIZATION</b>	<b>Snohomish County Public Utility District #1</b>
<b>Type</b>	Electric Service Provider
<b>Service Territory</b>	290,000 residential customers in Snohomish County & Camano Island, Washington
<b>Program Name</b>	<b>Energy Star Fixture Program (for Showrooms) CFL Coupons</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	\$1,645,880
<b>Goals and Objectives</b>	The savings goal for these programs is 13,071,700 kWh's Results are evaluated by considering the number of fixtures sold and coupons redeemed.
<b>General Plans for 2009</b>	Goals will remain the same for 2009. Looking into a retail fixture program
<b>Contact</b>	Kevin Watier Program Manager 425 783-1714, <a href="mailto:kjwatier@snopud.com">kjwatier@snopud.com</a>
<b>Web Site</b>	<a href="http://www.snopud.com">www.snopud.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The CFL program uses discount coupons that residential customers can redeem at participating retailers. The coupon brings the price down to around \$1.99 per CFL.  The Budget for the program is \$1,261,243.00 with a savings goal of 12,088,800 kWh's.  The program goals are evaluated by number of coupons redeemed.
<b>Fixtures</b>	Energy Star CFL fixtures. Fixture budget \$384,637.00 with a savings goal of 982,900 kWh's Promoted through participating Lighting Showrooms and Electrical Supply Houses.  This program is targeted to builders and customers remodeling their homes that purchase fixtures through lighting showrooms.
<b>Solid State Lighting</b>	The program doesn't include SSL at this time.
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Snohomish PUD is not tied into the Lighting Vision at this time.
<b>Lighting for Tomorrow</b>	Snohomish PUD is not a Lighting for Tomorrow Sponsor at this time.

<b>ORGANIZATION</b>	<b>Southern California Edison</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves 4.5 million customers in southern California.
<b>Program Name</b>	<b>Residential Lighting Incentive Program</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	\$39 million
<b>Goals and Objectives</b>	The utility has a goal of 951 MWh energy savings and 114 MW demand reduction.
<b>General Plans for 2009</b>	It will look much like 2008.
<b>Contact</b>	Richard Greenburg, Program Manager 626-633-3063, <a href="mailto:richard.greenburg@sce.com">richard.greenburg@sce.com</a>
<b>Web Site</b>	<a href="http://www.sce.com">www.sce.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	SCE works with manufacturers and retailers to make possible special discount prices on specific ENERGY STAR-qualified lighting products, including CFLs. Participating manufacturers and retailers must fill out applications and program participation agreement forms. The mass retail incentive discounts for CFLs are promoted through SCE bill inserts, as well as web/catalog/phone sales, in-store displays, and newspaper/radio/circulars by retailers. Both residential and small commercial customers are the target of these activities. The CFL budget is part of the overall budget.
<b>Fixtures</b>	SCE's program partners with manufacturers and retailers to deliver special discount prices on the specific ENERGY STAR-qualified lighting fixtures. The program includes fixtures, which SCE promotes through bill inserts. Manufacturers and/or retailers also do in-store promotions and sometimes radio, TV, news ads, flyers, direct mail, circulars, demos, etc. Specific fixtures, torcheires, table lamps, desk lamps and floor lamps are also made available through a sub program called Operation Light Exchange, where incandescent fixtures can be exchanged for fluorescent fixtures. These programs target residential and small commercial audiences. The fixtures budget is part of the overall budget.
<b>Solid State Lighting</b>	SCE works with manufacturers and retailers to make possible special discount prices on specific ENERGY STAR-qualified lighting products, where the manufacturers and retailers deliver the discount. The sub program called Operation Light Exchange includes solid state lighting, night lights and holiday lights, where incandescent lights can be exchanged for LEDs. Residential and small commercial end-use customers are the final target. The SSL budget is part of the overall budget.
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	None.



<b>Lighting Vision</b>	SCE is considering the implications of California legislation on their activities and how it will all tie into CEE's Lighting Vision Goal.
<b>Lighting for Tomorrow</b>	SCE is a Lighting for Tomorrow Sponsor and is currently working to develop an incentive program for showrooms. SCE will provide tiered incentives: the largest rebates will be provided for the winning fixtures and lower rebates for the honorable mentions. Incentives will also be provided for buying an entire fixture family. The main target audience is retailers/showrooms and then consumers.



<b>ORGANIZATION</b>	<b>Tacoma Power</b>
<b>Type</b>	Public Power Utility
<b>Service Territory</b>	The utility serves approximately 155,000 residential customers in the City of Tacoma and areas of Pierce County, WA.
<b>Program Name</b>	Currently in the process of developing promotional message and slogan
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	Lighting Program budget for 2008 was \$300,000, but exceeded \$1,000,000.
<b>Goals and Objectives</b>	The overall goal is to increase knowledge of and adoption of high quality energy-efficient lighting products in Tacoma Power's service territory through incentives for over 120,000 CFLs and 10,000 fixtures. Program results are measured by sales numbers and market saturation surveys.
<b>General Plans for 2009</b>	Continued emphasis will be on lighting (CFLs and fixtures) with plans for a CFL Retail Program, continuation of the Showroom Fixture Program and development of New Construction and Multifamily Programs that emphasize lighting.
<b>Contact</b>	Dalene Moore 253-502-8653, <a href="mailto:Dmoore2@cityoftacoma.org">Dmoore2@cityoftacoma.org</a>
<b>Web Site</b>	<a href="http://www.tacomapower.com">www.tacomapower.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program promotes CFLs through lobby sales (hard to find products) and the regional Change a Light program, CFLs are distributed to customers at workshops, education (groups and one-on-one), National Night Out, and other community events and activities. The program is marketed to customers, with an emphasis on low income and ethnic families through bill inserts, PSAs, Utility newsletters and websites. Budget for 2009-10 currently being developed.
<b>Fixtures</b>	The program continues to promote ENERGY STAR-qualified fixtures, both hard wired and portable. Portable fixtures are promoted through lobby sales and a local university bookstore. Instant rebate incentives are provided at lighting showrooms and distributors for hardwired fixtures for single and multifamily, and retrofit and new construction markets. New construction single family incentives for the Advanced Lighting Package and Model Homes are also offered. The program is targeted to customers, builders, developers, contractors, and do-it-yourself shoppers. Budget for 2009-10 currently being developed.
<b>Solid State Lighting</b>	Currently, education information on LEDs is provided to customers. No incentives are available. During the holidays, a joint effort will be done with ZooLights (Zoo & Aquarium) to showcase LED string lights.
<b>Demand Response</b>	Tacoma Power's programs do not include a DR component
<b>Behavior Programs</b>	Tacoma Power provides information customers to help reduce their energy



	<p>use. The information encourages customers to save energy by purchasing efficient bulbs and fixtures and adopt habits, like turning off lights. The information is provided by web and print media.</p>
<b>Lighting Vision</b>	<p>Tacoma Power is in the process of establishing lighting goals for 2009. Tacoma Power's program is not tied into CEE's Lighting Vision goals at this time.</p>
<b>Lighting for Tomorrow</b>	<p>As a Lighting for Tomorrow Sponsor Tacoma Power staff continues 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.</p>

<b>ORGANIZATION</b>	<b>The United Illuminating Company</b>
<b>Type</b>	Utility
<b>Service Territory</b>	The utility serves 320,000 customers in southern Connecticut.
<b>Program Name</b>	<b>Retail Products</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The program budget is approximately \$1.2 million.
<b>Goals and Objectives</b>	The overall goal of United Illuminating's lighting program in 2008 is to save 12,893,497 kWh. UI plans to achieve this through running Negotiated Cooperative Promotions (NCPs) covering 371,000 CFLs, while also offering coupons for 92,000 additional CFLs and 3,000 Fixtures. Customer survey data and sales data will guide UI in their attempt to capture market information.
<b>General Plans for 2009</b>	The overall goal of United Illuminating's lighting program in 2009 is to save 20,769,532 kWh. UI plans to achieve this through running Negotiated Cooperative Promotions (NCPs) covering 750,000 CFLs, while also offering coupons for 30,000 additional CFLs and 3,233 Fixtures.
<b>Contact</b>	Sean Keeney, Marketing Program Administrator 203-499-3868, <a href="mailto:sean.keeney@uinet.com">sean.keeney@uinet.com</a>
<b>Web Site</b>	<a href="http://www.uinet.com">www.uinet.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program includes CFLs, which are promoted through sales data-based markdown incentives and instant coupons. United Illuminating works with retailers to target consumers, The utility has partnered with A&P, Big Lots, Big Y, BJ's Wholesale club, Costco, CVS, Home Depot, Shaw's, and Wal-Mart to provide ENERGY STAR CFLs at the promotional prices for consumers, where no coupons or rebates are required. Consumers can also use coupons and receive \$2 off an ENERGY STAR-qualified light bulb packs priced at \$3 at other participating area retailers. The budget for CFLs is 1.7million. The program is customer focused but retail and manufacturer driven.
<b>Fixtures</b>	ENERGY STAR Fixtures are promoted through coupons, which consumers can use toward their purchase at participating area retailers. The coupons provide \$10 off ENERGY STAR-qualified interior light Fixtures including torchieres, lamps, ventilation fans with light kits, or ceiling fans with light kits. The budget for Fixtures is \$32,000. The program is targeted to customers, builders and showrooms.
<b>Solid State Lighting</b>	At this point, UI is monitoring the LED market but doesn't have a program.
<b>Demand Response</b>	The program doesn't include DR at this point.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	UI is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time.



<b>Lighting for Tomorrow</b>	UI is a Lighting for Tomorrow Sponsor. It currently offers a few of the winning Fixtures in its Smart Living Catalog and target consumers through this activity. UI is planning on extending this activity to offer fact sheets and other LFT promotional materials to ENERGY STAR builders in its territory.
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<b>ORGANIZATION</b>	<b>Wisconsin Focus on Energy Program</b>	
<b>Type</b>	Statewide efficiency program administrator	
<b>Service Territory</b>	The Wisconsin Focus on Energy program serves the entire state of Wisconsin, which is approximately 2.08 million households.	
<b>Program Name</b>	Residential Lighting Program	
<b>PROGRAM BACKGROUND</b>		
<b>Budget</b>	The annual budget is approximately \$4.5 million.	
<b>Goals and Objectives</b>	Focus on Energy has a participation goal of involving over 500 retailers in the program while influencing the purchase of over 1,800,000 CFLs and 30,000 Fixtures. Goals are measured in comparison to sales in a comparable baseline state.	
<b>General Plans for 2009</b>	Focus on Energy will focus on instant and buy down programs and are phasing out mail in programs. In 2009, they really start actively evolving the program so that they can appropriately phase out of the CFL market. They will be looking at what other lighting technologies are viable and be looking at approaches that maximize attribution for the program.	
<b>Contact</b>	Sara Van de Grift 608-249-9322 ext. 160 <a href="mailto:SaraV@weccusa.org">SaraV@weccusa.org</a>	Mike Plunkett – Lighting Program Manager 608-249-9322 ext. 175 <a href="mailto:Mplunkett@weccusa.org">Mplunkett@weccusa.org</a>
<b>Web Site</b>	<a href="http://www.focusonenergy.com">www.focusonenergy.com</a>	
<b>PROGRAM COMPONENTS</b>		
<b>CFLs</b>	The program includes CFLs, which are promoted through instant and buy down incentives, and are marketed through radio, newspaper, PR events and media releases, and at retail with POP displays. The program targets consumers, manufacturers and retailers. Incentives are offered in partnership with manufacturers and retailers. Focus on Energy will leverage over \$500,000 in matching incentives from manufacturers in 2009. Of the \$4.5 for lighting about \$3.6 million is for CFLs only.	
<b>Fixtures</b>	The program includes Fixtures, which are promoted through incentives, consumer education, in-store POP, and sales person SPIFFs. The program targets consumers and retail sales people through the SPIFF. The fixtures budget is \$300,000.	
<b>Solid State Lighting</b>	The program includes LED holiday lights, which are promoted through consumer incentives and in-store displays. The program is targeted toward consumers. The SSL budget is \$500,000.	
<b>Demand Response</b>	The current legislation in WI does not charge the Focus program with demand response initiatives.	
<b>Behavior Programs</b>	Focus on Energy does address some limited behavior topics, most are not related to lighting however. They are not able to claim savings form behavior and the current evaluation environment does not cover research that looks at the affects of	



	behavior change.
<b>Lighting Vision</b>	<p>Wisconsin's Focus on Energy goals are strictly measured in kWh and Kw savings at this point.</p> <p>Focus on Energy is not planning to modify its activities to tie into CEE's Lighting Vision Goal at this time. The Focus on Energy lighting goals and activities already in align with many of the core values in the Lighting Vision that was set by CEE.</p>
<b>Lighting for Tomorrow</b>	<p>Focus on Energy is a Lighting for Tomorrow Sponsor. They will promote winning fixtures along with all ENERGY STAR-qualified fixtures.</p> <p>Promotional activities will consist of retailer trainings, as well as instant and mail-in cash back rewards. Showrooms and builders are the primary targets.</p>



<b>ORGANIZATION</b>	<b>Xcel Energy</b>
<b>Type</b>	Utility
<b>Service Territory</b>	Xcel Energy serves approximately 2,380,000 customers in MN, NM and CO.
<b>Program Name</b>	<b>Home Lighting</b>
<b>PROGRAM BACKGROUND</b>	
<b>Budget</b>	The annual budget is approximately \$750,000 in MN, \$280,000 in NM and \$1,000,000 in CO.
<b>Goals and Objectives</b>	The utility has savings goals of approximately 25 GWh saved in MN, 1.5 GWh in NM, and 44 GWh saved in CO. Results are evaluated by considering the number of participants, and market penetration data.
<b>General Plans for 2009</b>	Increased goals in all states
<b>Contact</b>	Kim Sherman 612-337-2360, <a href="mailto:kim.sherman@xcelenergy.com">kim.sherman@xcelenergy.com</a>
<b>Web Site</b>	<a href="http://www.xcelenergy.com">www.xcelenergy.com</a>
<b>PROGRAM COMPONENTS</b>	
<b>CFLs</b>	The program offers discounted CFLs for sale through a third-party vendor and Service Lighting. The discounted CFLs are promoted through bill inserts and the Xcel website. The utility also offers retail buy-downs through hardware stores and big box retailers. The program is targeted toward consumers. The CFL budget is part of the overall lighting budget.
<b>Fixtures</b>	The utility promotes Fixtures in new construction, through its builder program. Xcel Energy offers incentives to builders for the installation of efficient fixtures through this program.
<b>Solid State Lighting</b>	The program doesn't include Solid State Lighting.
<b>Demand Response</b>	The program doesn't include DR.
<b>Behavior Programs</b>	None.
<b>Lighting Vision</b>	Xcel is unsure whether it will modify its activities to tie into CEE's Lighting Vision Goal.
<b>Lighting for Tomorrow</b>	While Xcel is a Lighting for Tomorrow Sponsor, they are not actively promoting winners at this time.