



*Ask the Experts*

**Session Topic:** Residential Lighting  
**Session Title:** CFL Program Trends: Innovative Approaches

**Ideal Time Period:** Thursday, December 11, 2:00 - 3:30 Eastern  
**Session Facilitator:** Rebecca Foster

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#### What is this webinar about?

During this Webinar, two CEE members will present information on innovative program approaches for residential lighting. The New Jersey Clean Energy Program draws upon partnerships with community organizations to increase the use of Compact Fluorescent Lamps (CFLs). Hydro Quebec bases its customer education activities on a logic model that describes how its work ties to specific market barriers. The presenters will describe the changing CFL market and explain why, and how, they developed their program approaches. After the presentations, participants will have an opportunity to talk with each other about integrating community partners into program design for CFLs, the importance of logic modeling and evaluation, and customer education strategies.

#### Who should attend?

This session is intended for program designers and program implementers working in the area of residential lighting. CEE members who already run residential lighting programs will learn about methods being used by their fellow members to reach new audiences and increase program impacts. New efficiency program administrators will learn gain a greater understanding of the importance of evaluation, identifying changing market conditions, addressing well-defined target audiences, and developing program strategies that respond to each.

#### Presenters

Chris Granda, New Jersey Clean Energy Program  
Jean-Daniel Gagné, Hydro-Québec