

Residential Lighting Programs National Summary



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Note:

All information contained in this document was compiled from interviews and documented program information. Every effort was made to provide the most current and accurate information. If a correction is necessary, contact Dana Banks, CEE, (617) 589-3949 ext. 207 or dbanks@CEEforMT.org.

Residential Lighting Programs Fast Facts for 2000

- All programs are promoting ENERGY STAR qualified products.
- Combined program service territory exceeds 40 million residential customers.
- Over \$32 million budgeted to promote ENERGY STAR lighting (and appliances in some cases).
- Over \$10 million budgeted for direct incentives on lighting products (including appliances in some cases).
- All programs provide retail field support including labeling and training.
- All programs have marketing campaigns that include some form of paid media.
- Most program designs are state or region wide.
- Many program sponsors are making multi-year commitments. Some through 2003.
- Sponsors are leveraging other ENERGY STAR based programs by cross-marketing.
- Some program designs include components for under served small markets.

Residential Lighting Programs 2000 Summary Overview

Sponsor/ Administrator	ENERGY STAR Platform	Service Territory	Residential Customers (millions)	Program End	2000 Budget		CFLs		Hardwired Fixtures		Torchieres	
					Total (\$millions)	Incentive (\$millions)	Incentive	Type	Incentive	Type	Incentive	Type
NEEA	Yes	OR, WA, ID, MT	11.0	June 2000	1.2	0.5	\$3	Buy-down	\$7	Buy-down	\$10	Buy-down
PG&E, SDG&E, SCE	Yes	CA	10.0	Dec. 2001	10.0*	4.0*	NA	NA	NA	NA	\$10	Buy-down
SMUD	Yes	Sacramento, CA	0.5	Dec. 2000	0.7	0.3	\$2.50	Retailer	\$10	Buy-down	\$19	Buy-down
WECC	Yes	32 Utilities in WI	1.5	Dec. 2000	2.8*	NA	\$5	Instant	\$15	Instant	\$20	Instant
Madison Gas & Electric	Yes	Madison, WI	0.1	On-going	NA	NA	NA	NA	NA	NA	NA	NA
ComEd	Yes	Chicago, IL	3.2	Dec. 2000	NA	NA	NA	NA	NA	NA	NA	NA
NEEP Utilities	Yes	MA, RI, CT, VT, NH	4.6	Dec. 2002	9.7	3.9	\$3 - \$5	Instant	\$10 outdoor \$15 indoor	Instant	\$15	instant
LIPA	Yes	Long Island, NY	1.0	Dec. 2003	3.1*	1.5*	\$6	Instant	\$15	Instant	\$20	Instant
NYSERDA	Yes	NY state	5.6	June 2001	6.0*	NA	NA	NA	NA	NA	NA	NA
New Jersey Utilities & NRDC (Proposed)	Yes	NJ	3.0	Dec. 2003	0.8	NA	NA	NA	NA	NA	NA	NA
TOTALS			40.5		34.3	10.2						

*Combined lighting and appliance budget.

Sponsor:	Northwest Energy Efficiency Alliance (NEEA)
ENERGY STAR Partner:	Yes
Service Territory:	OR, WA, ID and MT serving 11 million residential customers
Program Name:	ENERGY STAR Residential Lighting Program
Implementation:	July 1, 1997 – June 30, 2000
2000 Budget:	Total - \$1.2 million Incentives - \$571,041
Goals & Objectives:	To create and sustain consumer demand for ENERGY STAR CFLs and to create a viable market for energy-efficient fluorescent fixtures by accelerating product availability and customer acceptance.
Program Description:	This venture is designed to promote residential lighting in the Northwest based on the ENERGY STAR technical specifications. Targeted technologies include indoor surface mount fixtures, outdoor fixtures, torchieres, and CFLs. The program focuses upstream on the manufacturers and retailers by providing incentives, field support and merchandising. Consumer marketing and promotions are also included.
Incentives:	Participating manufacturers receive a performance-based incentive designed to “buy-down” the shelf price and leverage marketing and advertising for program products. Incentives are set at \$3 for CFLs, \$7 for hardwired fixtures, and \$10 for torchieres.
Field Support:	Field representative provide the following: <ul style="list-style-type: none"> ▪ Make products more easily identifiable at retail outlets. ▪ Create displays for use in high-traffic areas. ▪ Participate in home shows and model homes. ▪ Create media events and consumer sweepstakes. ▪ Educate consumers on the true costs of lighting products. Special emphasis is placed on small retail markets to recruit retailers, offer product through a master distributor, and to support local promotions.
Marketing:	POP materials include shelf talkers, a consumer brochure, a product application guide, posters and banners. A bill insert is available for use by participating utilities. A package that addresses the under-served small retail market has been developed and includes: <ol style="list-style-type: none"> 1. A \$75 promotion to buy-down the cost of high-priced, existing product in stock. 2. \$200 worth of new ENERGY STAR product. 3. Assistance with in-store promotions. 4. \$200 in co-op advertising. 5. Program media buy in the participating small retail market. The marketing program also promotes online education and ordering at www.LightSite.net .
Further Information:	Marci Sanders ☎ (503) 827-8416 ext. 245 ✉ msanders@nwalliance.org www.nwalliance.org
Criteria for Success:	CFLs <ul style="list-style-type: none"> ▪ Increase in number of manufacturers that produce ENERGY STAR CFLs. ▪ Increase in number of retail stores in the Northwest that regularly stock CFLs. ▪ Retailers show preference for products through in-store promotions and/or regular shelf space. ▪ CFL manufacturers lower their prices while improving product quality. ▪ Increase in market share in the Northwest.

	<p>Fixtures</p> <ul style="list-style-type: none"> ▪ Increasing consumer awareness of ENERGY STAR products and of the benefits of purchasing. ▪ Increasing number of manufacturers supplying each distribution channel. ▪ Increase in the variety of products available to each market segment in the Northwest. ▪ Retailers show preference for program products through in-store promotions, shelf placement or feedback to manufacturers. ▪ Increased specifications and installations in single family and multi-family construction. ▪ Prices of ENERGY STAR fixtures drop to levels competitive with standard fixtures. ▪ Increase in market penetration in the Northwest.
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Sponsor:	California Investor Owned Utilities (IOUs) Pacific Gas & Electric, San Diego Gas & Electric and Southern California Edison
ENERGY STAR Partner:	Yes
Service Territory:	Virtually statewide serving approximately 10 million residential customers
Program Name:	California Residential Lighting and Appliance Program (CRLAP)
Implementation:	1999 – 2001
2000 Budget:	Total – Approximately \$10 million for lighting and appliances Incentives – \$4 million for lighting and appliances
Goals & Objectives:	The program hopes to achieve the following: <ul style="list-style-type: none"> ▪ A broader variety of ENERGY STAR products ▪ Wide availability of qualified models ▪ Market actors investing their own resources to further promote products ▪ Consumers able to differentiate ENERGY STAR lighting products in retail stores ▪ Consumers understand the benefits
Program Description:	Three of the IOU's in California, representing the majority of the state's population, are working together to offer a consistent lighting and appliance program. This integrated program uses upstream incentives, field support, marketing, and special promotions to transform the lighting market.
Incentives:	Manufacturer incentives are available on torchieres for \$10 and should run through the end of 2000. The manufacturer participation process has been simplified requiring a simple one-page application with open enrollment (subject to availability). The sales target is 165,000 torchieres.
Field Support:	Field services include sales training, POP materials and in-store promotions. Store level knowledge and progress is measured with a pre- and post-training quiz. Channel Managers are used to work closely with the retailers and manufacturers within the following channels: home improvement; mass merchandisers & department stores; and lighting specialty and hardware stores.

Marketing:	<p>Co-operative promotional funds for manufacturers and retailers will be available starting in March. These funds will be used to cost share promotional activities including print ads, special events, in-store displays and other special projects.</p> <p>A CFL pilot program is in development to address the “hard-to-reach” grocery store channel. This will involve a CFL manufacturer and 1-2 grocery chains. A per-unit manufacturer incentive will be established along with a grocery promotional package.</p> <p>A paid media campaign including print and radio is designed to raise consumer awareness about ENERGY STAR. This is supplemented with specialized lighting ads.</p>
Further Information:	<p>Linda Latham, Ecos Consulting ☎ (562) 438-2287 ☒ 4220 E. 1st St., Long Beach, CA 90803</p>
Criteria for Success:	<p>Multiple indicators will be tracked to evaluate program success including:</p> <ul style="list-style-type: none"> ▪ Retail sales and shipments. ▪ Number of qualified models available in retail stores. ▪ Number and variety of stores offering ENERGY STAR lighting products. ▪ Salesperson knowledge

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Sponsor:	Sacramento Municipal Utility District (SMUD)
ENERGY STAR Partner:	Yes
Service Territory:	451,000 residential customers serving Sacramento, CA.
Program Name:	Residential Retail Lighting Program
Implementation:	Dec 2000
2000 Budget:	Total – \$700,000 Incentives – \$250,000
Goals & Objectives:	To promote significant, long-term increases in knowledge, availability, purchase and market penetration of energy-efficient lighting by working cooperatively with such market transformation initiatives as the CA Residential Lighting & Appliance Program and ENERGY STAR.
Program Description:	This program promotes ENERGY STAR lighting products to its residential customers through multiple distribution channels using upstream incentives and marketing. ENERGY STAR qualified torchieres and ceiling mounted fixtures are addressed through a manufacturer buy-down. The retailer receives an incentive to sell ENERGY STAR qualified sub-compact CFLs.
Incentives:	<p>Participating manufacturers receive a performance-based incentive designed to “buy-down” the shelf price of ENERGY STAR qualified torchieres and hardwired ceiling-mounted fixtures. Incentive levels are set at \$10 for ceiling mounted fixtures and \$19 for torchieres.</p> <p>SMUD offers participating retailers \$2.50 per ENERGY STAR qualified sub-compact CFL sold. These CFLs are available from manufacturers agreeing to sell their products at a bulk-purchase price to local retailers. More information about sub-compact CFLs is available at www.pnl.gov/cfl.</p>
Field Support:	Filed representatives are employed to provide in-store support and place POP materials.

Marketing:	All marketing is conducted in-house by SMUD personnel. While the 2000 campaign is being finalized, components from 1999 are still in effect including education to increase consumer awareness of the products, torchiere trade-up events, bill inserts, and POP materials. Print ads are being considered for 2000.
Further Information:	Rick Kallet ☎ (916) 732-5477 ✉ rick.kallet@smud.org 🌐 www.smud.org
Criteria for Success:	<ul style="list-style-type: none"> ▪ Achieve sales goal of 10,000 fixtures and 15,000 CFLs in 2000. ▪ Achieve annual savings of 3 million kWh. ▪ Achieve summer peak load savings of 690 kW.

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Sponsor:	Wisconsin Energy Conservation Corporation (WECC) is an energy service company that delivers efficiency programs to utilities in Wisconsin including Wisconsin Electric, Alliant Energy, Wisconsin Energy Bureau and Wisconsin Public Power.
ENERGY STAR Partner:	Yes
Service Territory:	32 Utilities throughout Wisconsin serving 1.5 million customers.
Program Name:	ENERGY STAR Lighting Program
Implementation:	Jan. 1999 – Dec. 2000
2000 Budget:	Total – \$2.8 million for lighting and appliances
Goals & Objectives:	To build recognition of the ENERGY STAR label and to build the infrastructure that assures products are competitively priced and attractive products are available to customers.
Program Description:	This comprehensive program incorporates instant rebates, strong field support and marketing to promote ENERGY STAR lighting products.
Incentives:	Instant consumer rebates are available for ENERGY STAR lighting products at \$5 for CFLs, \$15 for hardwired fixtures and \$20 for torchieres.
Field Support:	Field representatives support participating retailers by assisting with labeling, instant events and promotions. For smaller retailers, the field reps assist with product selection by offering a low-risk opportunity to stock qualified product.
Marketing:	The WECC marketing campaign offers the following: <ul style="list-style-type: none"> ▪ Consumer brochure. ▪ Print and radio ads (especially to support promotions). ▪ Co-op advertising for retailers covering up to 50% of the cost of the lighting portion of the ad up to \$1,000 per retailer. A total budget of \$20,000 is available. ▪ Cross marketing to past ENERGY STAR program participants through direct mail. ▪ A lighting product catalog will be released soon to target under-served areas.
Further Information:	Paul Berkowitz ☎ (608) 249-9322 x 230 ✉ paul@weccusa.org 🌐 www.weccusa.org Joe Dane ☎ (608) 249-9322 x 450
Criteria for Success:	The criteria vary by utility and include a combination of qualitative and quantitative metrics.

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Sponsor:	Madison Gas & Electric (MG&E)
ENERGY STAR Partner:	Yes
Service Territory:	107,000 residential electric customers in Madison, WI
Program Name:	Residential Market Transformation Program
Implementation:	On-going
2000 Budget:	Not available
Goals & Objectives:	The Residential Market Transformation Program seeks to support the market for energy efficient products with the long-term goal of a self-sustaining market.
Program Description:	This comprehensive program focuses on customer education and retailer support. The program remains flexible to adapt the program design to market changes.
Incentives:	MG&E does not offer consumer rebates. They do work closely with the retailers and suppliers to develop special promotions such as a retailer provided discount supplemented with MG&E marketing support (direct mail and print ads). These custom promotions are jointly developed with MG&E covering 50% of the cost up to \$5,000.
Field Support:	The utility staff visits the retailers often to provide training (as needed) and POP materials.
Marketing:	The marketing program consists of the following components: <ul style="list-style-type: none"> ▪ Earth Day 2000 Turn-in Promotion with a \$5 discount on a new ENERGY STAR torchiere for each halogen trade-in. ▪ Fall Discount Offer with direct mail to 7,000 customers and web site advertising and promotion. ▪ In October 2000, there will be a bill insert, direct mail piece and newspaper ads. The newspaper ads will continue through November. ▪ Retail locator available on their web site.
Further Information:	Ruth Miller ☎ (608) 252-4703 ✉ rmiller@mge.com 🌐 www.mge.com
Criteria for Success:	The program will continue until MG&E determines that the market is sustainable.

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Sponsor:	Commonwealth Edison (ComEd)
ENERGY STAR Partner:	Yes
Service Territory:	3.2 million residential customers
Program Name:	Residential Lighting Program
Implementation:	Dec. 2000
2000 Budget:	NA
Goals & Objectives:	Educate the customer on energy efficiency and how to reduce their electricity costs with energy efficient products.
Program Description:	This program emphasizes consumer education to raise general awareness of energy efficient products. ComEd works with manufacturers and retailers to arrange special promotions for their customers.
Incentives:	Financial incentives are not directly offered. ComEd coordinates with manufacturers to arrange special rebate offers funded by the manufacturer. This includes torchiere turn-in events.
Field Support:	ComEd staff works with retailers and manufacturers to support special promotions.

Marketing:	Bill inserts are used to raise awareness and promote special retail offers. A mail order catalog called <i>Bright Ideas</i> is distributed to residential customers. The catalog features ENERGY STAR CFLs and fixtures as well as non-ENERGY STAR CFLs (modular). Each quarter, a product will be highlighted and promoted to customers through a bill insert.
Further Information:	Kevin Bricknell ☎ (312) 394-2356 ✉ kevin.j.bricknell@ucm.com
Criteria for Success:	Specific criteria have not been established.

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Sponsor:	Northeast Energy Efficiency Partnership (NEEP)
ENERGY STAR Partner:	Yes
Service Territory:	40 electric utility service territories in MA, RI, CT, VT, NH serving 4.6 million residential customers.
Program Name:	ENERGY STAR Residential Lighting Initiative
Implementation:	1998 – Dec. 2002
2000 Budget:	Total – \$9.7 million Incentives – \$3.9 million. The incentive budget is based on a sales volume of 324,575 CFLs and 132,290 fixtures.
Goals & Objectives:	The overall goal is to create and sustain positive change in the residential lighting market, increasing availability, consumer acceptance and use of energy efficient hard-wired and screw-based lighting technologies. General Objective: <ul style="list-style-type: none"> ▪ Assure products meet customer expectations by supporting testing and continued monitoring of consumer feedback. CFL Objectives: <ul style="list-style-type: none"> ▪ Reduce direct subsidies while maintaining strong sales. ▪ Improve retailer and consumer interest and acceptance. Fixture Objectives: <ul style="list-style-type: none"> ▪ Support the design and manufacture of high quality, energy-efficient lighting fixtures. ▪ Provide market support to encourage purchase of ENERGY STAR fixtures. ▪ Improve the lighting design and product selection in new construction and renovation/remodeling.
Program Description:	The participating NEEP utilities are offering a comprehensive ENERGY STAR program that leverages resources from other programs such as appliances and new homes. In addition to instant consumer rebates, they offer a comprehensive field support network. The marketing campaign is very comprehensive and is integrated with other ENERGY STAR programs.
Incentives:	Instant consumer rebates are available from participating utility partners. The amount may vary by region and product with adjustments made according to on-going market monitoring. The current range is \$3-5 per bulb, \$10 per hardwired outdoor and \$15 per hardwired indoor (including torchieres). For higher end products, such as very decorative fixtures and recessed cans, rebates may increase.

	A mail order catalog, <i>ENERGY STAR Lights</i> , will be available this spring. The catalog features select ENERGY STAR fixtures and CFLs and prices reflect the instant consumer rebates. A similar catalog is available to residences of Connecticut called <i>SmartLiving</i> .
Field Support:	Field representatives are employed to provide the following: <ul style="list-style-type: none"> ▪ Recruitment ▪ Training ▪ Maintenance visits ▪ POP materials ▪ Staffing for promotional events
Marketing:	A multi-faceted, comprehensive marketing campaign is underway. In addition to lighting specific marketing, the campaign promotes across all ENERGY STAR programs offered with integrating marketing themes and images. Marketing components include: <ul style="list-style-type: none"> ▪ Newspaper and magazine print ads ▪ Radio ads ▪ TV ads ▪ Co-op advertising for the retailers ▪ Special promotions including torchiere turn-ins.
Further Information:	Bruce Wall ☎ (860) 620-0076 ✉ REKNUJ@aol.com 🌐 www.NEEP.org
Criteria for Success:	CFLs <ul style="list-style-type: none"> ▪ Amount of manufacturer and retailer marketing support. ▪ Average, unsubsidized retail price. ▪ Number of retail entities carrying and promoting ENERGY STAR CFLs. Fixtures <ul style="list-style-type: none"> ▪ The availability of new fixture designs using efficient lighting sources. ▪ Number of retailers with at least 20 different ENERGY STAR labeled fixtures displayed or stocked. ▪ Number of larger developers, property owners, housing authorities, and near-residential buildings that specify ENERGY STAR fixtures for procurement.

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Sponsor:	Long Island Power Authority (LIPA)
ENERGY STAR Partner:	Yes
Service Territory:	1 million residential customers in Long Island, NY
Program Name:	Residential Lighting & Appliance Program (RLA)
Implementation:	1999 – 2003
2000 Budget:	Total – \$3.1 million for lighting and appliances Incentives – \$1.5 million for lighting and appliances
Goals & Objectives:	To generate lasting impacts that increase the market share for efficient lighting products.
Program Description:	The RLA Program seeks to transform specific components of the residential lighting and appliance markets through a comprehensive and coordinated set of market interventions. The program will build customer awareness and market demand for the ENERGY STAR label across product classes. The program design will be primarily market oriented and take maximum advantage of existing LIPA programs and important regional and national initiatives underway to promote efficient products such as NEEP and NYSERDA.

Incentives:	<p>Instant consumer rebates are available for qualified ENERGY STAR lighting products. The levels are set at \$6 for CFLs, \$15 for hardwired fixtures and \$20 for torchieres. Manufacturer and/or distributor incentives might become available to increase the availability of ENERGY STAR certified recessed can fixtures.</p> <p>LIPA also offers a mail order catalog called <i>EnergyWise</i> that includes select ENERGY STAR lighting products and other non-lighting products. The instant consumer rebate applies to all qualified products in the catalog. Current catalog prices are offered through 3/31/00. Another catalog is planned for the spring.</p>
Field Support:	<p>Field representatives are employed to provide the following:</p> <ul style="list-style-type: none"> ▪ Recruitment ▪ Training ▪ Maintenance visits ▪ POP materials ▪ Staffing for promotional events
Marketing:	<p>The LIPA marketing campaign is aligned with the other NEEP utilities (see NEEP description). Additional activities include:</p> <ul style="list-style-type: none"> ▪ The distribution of torchieres to senior housing or institutional dorms. ▪ Target outreach and marketing to property managers to provide direct procurement assistance for the purchase of multiple ENERGY STAR qualified products. ▪ ENERGY STAR radio campaign, newspaper ads, and consumer outreach.
Further Information:	<p>Lauren Lian ☎ (631) 436-5746 ✉ llian@keyspanenergy.com 🌐 www.lipower.org</p>
Criteria for Success:	<p>Anticipated market share by 2003:</p> <ul style="list-style-type: none"> ▪ 7% for ENERGY STAR fixtures ▪ 10% for ENERGY STAR torchieres ▪ 1% for ENERGY STAR CFLs <p>Market indicators tracked include:</p> <ul style="list-style-type: none"> ▪ Incremental first costs ▪ Market share ▪ Stocking patterns ▪ Customer and salesperson familiarity ▪ Customer satisfaction

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Sponsor:	New York State Energy Research & Development Agency (NYSERDA)
ENERGY STAR Partner:	Yes
Service Territory:	5.6 million residential customers in New York State (excluding Long Island)
Program Name:	The New York State ENERGY STAR Appliance and Lighting Program
Implementation:	August 1999 to June 2001
2000 Budget:	Total – \$6 million (Total combined budget for appliances, lighting and consumer awareness)
Goals & Objectives:	NYSERDA seeks to increase residential sales of ENERGY STAR qualifying products. The integrated appliance, lighting and consumer awareness programs are designed to establish ENERGY STAR as a co-brand for products. At that point, retailers and other mid-stream market participants will want to display the ENERGY STAR logo continuously and offer without supplementary NYSERDA incentives.

Program Description:	<p>This statewide program has a two-part strategy. First, to provide the infrastructure support to prepare for, meet and reinforce consumer inquiries and demand. And secondly, to launch a statewide media campaign to create awareness and understanding of ENERGY STAR product benefits. The program design depends upon leveraging natural market practices and forces to enhance the market including:</p> <ul style="list-style-type: none"> ▪ Paid and voluntary mass advertising flights and special event promotions. ▪ Using mid-stream participants' natural interests in supplying products that consumers want and differentiating themselves from their competition.
Incentives:	<p>Mid-stream market participant incentives are available to jump-start participation. This includes co-op newspaper ads, direct mail, yellow pages listings, yellow page co-op ads and sales contests. A maximum of \$8,000 is available per retailer for both appliances and lighting. Cash incentives are also available for ENERGY STAR fixtures purchased or installed by home improvement contractors, manufactured housing dealers and multi-family owners.</p>
Field Support:	<p>Field representatives visit retailers to recruit participation, supply POP materials and provide training on the benefits of ENERGY STAR products.</p>
Marketing:	<p>The appliance and lighting marketing campaign provides internet advertising, yellow page ads, celebrity endorsements, classified ads, direct mail, promotional events, PSAs and paid media. The paid media consists of bus panel, newspaper, TV, and radio ads and store kiosks. A concurrent ENERGY STAR Public Awareness Campaign uses paid advertisements and public service announcements across various media to increase consumers' awareness and understanding of the ENERGY STAR label.</p> <p>In four major upstate markets, an ENERGY STAR Change-Out Challenge will be issued. This is a special press event to issue the challenge to increase energy efficiency through the use of ENERGY STAR products.</p> <p>The ENERGY STAR Kitchen concept is under development to encourage participation by multi-family building owners. This will attempt to facilitate favorable pricing strategies for bulk purchases between appliance and lighting suppliers and multi-family owners and managers. An ENERGY STAR kitchen would use ENERGY STAR compliant products and be marketed as an integrated package for major kitchen remodeling, home renovation, manufactured homes and new construction.</p>
Further Information:	<p>Jennifer Hunter ☎ (518) 862-1090 x 3231 ✉ jch@nyserda.org 🌐 www.nyserda.org</p>
Criteria for Success:	<p>Increase in the following:</p> <ul style="list-style-type: none"> ▪ Market share. ▪ Consumer awareness and understanding of ENERGY STAR. ▪ Ad space in major markets. ▪ In-store display space, promotion activities and stocking practices. ▪ ENERGY STAR retail store locator website inquiries. ▪ Mid-stream partner participation levels.

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Sponsor:	New Jersey Statewide (proposed) This program is proposed by the utilities and NRDC and is awaiting final Commission approval.
ENERGY STAR Partner:	No
Service Territory:	Approximately 3 million residential customers in New Jersey
Program Name:	Residential ENERGY STAR Lighting Program
Implementation:	Fall 2000 – 2003
2000 Budget:	Total – \$787,000. Total 2001 budget estimate is \$2,047,000.
Goals & Objectives:	Long-term goal is to develop a self-sustaining market presence for ENERGY STAR lighting products.
Program Description:	The program will be closely aligned with the NEEP programs. It will be designed to overcome the following barriers in the lighting market: <ul style="list-style-type: none"> ▪ Lack of consumer awareness ▪ Poor experience with early generations of products ▪ Limited availability ▪ Lack of shelf space for CFL products in grocery stores ▪ High first cost The program will include marketing to builders of high efficiency fixture packages for new construction and major retrofit applications.
Incentives:	Modest incentives may be offered (\$10 to \$15) for the sale of ENERGY STAR fixtures to new and/or existing homes. Incentives are intended to be an extension of the marketing activities and may be reduced or eliminated over time in response to market changes.
Field Support:	Field representatives will be employed to provide the following: <ul style="list-style-type: none"> ▪ Recruitment ▪ Training ▪ Maintenance visits ▪ Pop materials ▪ Staffing for promotional events
Marketing:	The program will conduct a broad based ENERGY STAR brand awareness campaign in conjunction with targeted product marketing. The campaign will be integrated to the extent appropriate with the marketing of other New Jersey programs such as appliances, windows and new homes.
Further Information:	Chris Siebens, GPU Energy ☎ (610) 375-5131 ✉ csiebens@gpu.com
Criteria for Success:	The following metrics will be used to determine program effectiveness: <ul style="list-style-type: none"> ▪ Decreases in first costs. ▪ Increase in market share. ▪ Number of ENERGY STAR qualified products on display and available. ▪ Increased production and availability of efficient products for common applications such as recessed cans. ▪ Customer and salesperson familiarity with the products. ▪ Customer recognition of the benefits of ENERGY STAR lighting products.