

Residential Lighting Programs National Summary



March 2001

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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 Rebecca Foster, CEE, (617) 589-3949 ext. 225 or rfoster@CEEforMT.org.

2001 Residential Lighting Fast Facts

- All programs are promoting ENERGY STAR qualified products.
- Combined program service territory exceeds 56 million residential customers.
- Over \$50 million budgeted to promote ENERGY STAR lighting (and appliances in some cases).
- Over \$8 million budgeted for direct incentives on lighting products (including appliances in some cases).
- Almost all programs provide retail field support including labeling and training.
- Almost all programs have marketing campaigns that include some form of paid media.
- Most programs are implemented on a state or region-wide basis.
- 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 Program Summary Overview

Sponsor/ Administrator	ENERGY STAR Platform	Service Territory	State	Residential Customers (millions)	Program End	2001 Budget		CFLs		Hardwired Fixtures		Torchieres	
						Total (\$millions)	Incentive (\$millions)	Incentive	Type	Incentive	Type	Incentive	Type
NEEA	Yes	OR, WA, ID, MT	OR, WA, ID, MT	11.0	June 2003	1.5	-	-	-	-	-	-	-
BPA	Yes	OR, WA, ID, MT	OR, WA, ID, MT	11.0	-	-	-	-	-	-	-	-	-
Seattle City Light	Yes	Seattle	WA	0.7	-	-	-	-	-	-	-	-	-
Snohomish County PUD	Yes	Snohomish County	WA	0.25	Dec. 2001	0.5	-	\$2.50 \$3.00	Buy-down Instant	-	-	-	-
PG&E	Yes	Northern and Central CA	CA	12	Dec. 2001	25 ^(a)	-	\$3	Instant	\$10	Instant	\$10	Buy-down Instant
SDG&E	Yes	San Diego	CA	1.2	On-going	1.6	-	\$3	Buy-down	\$10	Buy-down	\$10	Buy-down
SMUD	Yes	Sacramento	CA	0.5	Dec. 2001	0.7	0.1	\$2.50	Retailer	-	-	-	-
SCE	Yes	Southern California	CA	4.2	On-going	-	-	-	-	-	-	-	-
WECC	Yes	32 Utilities in WI	WI	1.5	May 31 2001	1.5 ^(a)	-	\$5	Mail-in	\$15	Mail-in	\$20	Mail-in
ComEd	Yes	Chicago	IL	3.2	Dec. 2001	-	-	-	-	-	-	-	-
Madison Gas & Electric	Yes	Madison	WI	0.1	On-going	-	-	-	-	-	-	-	-
Muscatine Water & Power	Yes	Muscatine	IA	0.01	On-going	0.002	-	Half purchase price	Mail-in	-	-	-	-
NEEP Utilities	Yes	MA, RI, CT, VT, NH	MA, RI, CT, VT, NH	4.6	Dec. 2002	9.7	3.9	\$3 - \$5	Instant	\$10 outdoor \$15 indoor	Instant	\$15	Instant
NYSERDA	Yes	NY	NY	17.0	June 2001	6.0 ^(a)	3.0 ^(a)	-	-	-	-	-	-
LIPA	Yes	Long Island	NY	1.0	Dec. 2003	3.5 ^(a)	1.7 ^(a)	\$6	Instant	\$15	Instant	\$20	Instant
TOTALS				56.3^(b)		50.0	8.7						

^(a) Combined Lighting and Appliance Budget.

^(b) Total population takes into account overlapping service territories.

Northwest

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, 2000-June 30, 2003
2001 Budget:	Total: \$1.5 million Marketing: \$313,500
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 program is designed to promote residential lighting in the Northwest based on the ENERGY STAR technical specifications and marketing messages. The program leverages the efforts of industry and utility partners by developing partnerships to cooperatively promote ENERGY STAR lighting products and supporting the efforts with strategic program-controlled marketing and field services.
Incentives:	No direct product incentives are offered through this program. However, local utilities may offer incentives to their customers for ENERGY STAR lighting products through retailers participating in the Alliance program promotions.
Field Support:	Field representatives provide the following services to more than 400 retailers: <ul style="list-style-type: none"> ▪ Enlistment of dealers to sign ENERGY STAR Retail Agreement ▪ Retailer training ▪ In-store promotion and merchandising ▪ Utility outreach support ▪ Support cooperative retail promotional efforts ▪ Data collection of products and pricing
Marketing:	The focus of the program is the Cooperative Marketing Fund available to retailers and manufacturers to promote ENERGY STAR-qualified lighting products. Program funds are available to cover up to 50% of the cost of promotions proposed by retailers and manufacturers through special cooperative agreements. General in-store marketing also compliments promotions with POP materials, signage and product application guides. A bill insert is available for use by participating utilities. The marketing program also promotes online education and retail availability at www.LightSite.net .
Further Information:	Marci Sanders ☎ 503-827-8416 ext. 245 ✉ msanders@nwalliance.org 🌐 www.nwalliance.org

Sponsor:	Bonneville Power Administration (BPA)
Service Territory:	10 million residents
Program Description:	<ul style="list-style-type: none"> ▪ Bonneville Power Administration provides funding for regional activities and develops programming for utilities to which it provides power. ▪ CEE will update this summary as more information about their residential energy-efficiency programs becomes available.
Further Information:	Ken Keating ☎ 503-230-5857 ✉ kmkeating@bpa.gov

Sponsor:	Seattle City Light
Service Territory:	680,000 residents
Program Description:	<ul style="list-style-type: none"> ▪ Seattle City Light is active in lighting programming. Currently, no information is available on SCL's programs. ▪ CEE will update this summary as more information about their residential energy-efficiency programs becomes available.
Further Information:	Yen Chin ☎ 206-684-4290 ✉ Yen.Chin@ci.seattle.wa.us

Sponsor:	Snohomish County PUD
ENERGY STAR Platform:	Yes
Service Territory:	Over 230,000 residents of Snohomish County & Camano Island, WA
Program Name:	Lighting Program
Implementation:	The current program will end December 31, 2001.
2001 Budget:	\$560,000
Goals & Objectives:	Market transformation for energy-efficient lighting.
Program Description:	The Lighting Program utilizes a manufacturer buy-down and customer incentives to increase consumer interest in and sales of energy-efficient products.
Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> ▪ \$2.50 manufacturer buy-down on ENERGY STAR-qualified CFLs. ▪ \$3 instant consumer rebate ones-qualified CFLs.
Field Support:	Field support are used to supply local retailers with POP materials.
Marketing:	Promotion for this program includes POP materials, news releases, and retailer advertising.
Further Information:	Tina Sachsenmaier ☎ 425-304-1733 ✉ tlsachsenmaier@snopud.com www.snopud.com/pgmserv/cfltwist

California

Sponsor:	Pacific Gas & Electric (PG&E)
ENERGY STAR Platform:	Yes
Service Territory:	12 Million people in Northern and Central California
Program Name:	1 2 3 Cashback Lighting Rebate Program
Implementation:	The programs will start March 28 and will run through December 31, 2001, pending funding –availability.
2001 Budget:	\$25 million combined for appliances and lighting.
Goals & Objectives:	To provide rebates on over 2 million Energy Star CFLs and 40,000 Energy Star Torchieres.
Program Description:	This program combines consumer incentives and manufacturer buy-downs with strong retailer participation and a comprehensive marketing campaign.

Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> \$3 instant rebate for ENERGY STAR-qualified CFLs. <p>Fixtures:</p> <ul style="list-style-type: none"> \$10 instant rebate for ENERGY STAR-qualified ceiling and outdoor fixtures. <p>Torchieres:</p> <ul style="list-style-type: none"> \$10 manufacturer buy-down for ENERGY STAR-qualified torchieres, which will transition into a \$10 instant consumer rebate in April 2001.
Field Support:	Field representatives provide training and program information to retailers. Retailers sign a retailer participation agreement to provide instant rebates at their stores. Over 71 stores participated in 2000.
Marketing:	The program is marketed through a comprehensive campaign to promote all of the utility's residential programs, entitled 1 2 3 Cashback. Bill inserts, informational mailings, and web site publicity are being used.
Further Information:	Ila Homsher ☎ 415-973-3288 ✉ imh2@pge.com 🌐 www.pge.com

Sponsor:	San Diego Gas & Electric (SDG&E)
ENERGY STAR Platform:	Yes
Service Territory:	1.2 million residents of San Diego
Program Name:	ENERGY STAR Lighting Program
Implementation:	On-going
2001 Budget:	\$1.6 million
Goals & Objectives:	The program targets are to provide rebates for 55,000 CFLs, 33,000 outdoor fixtures, 15,000 ceiling fixtures, and 40,000 torchieres.
Program Description:	This program, which has upstream and downstream components, promotes ENERGY STAR qualified CFLs, Fixtures, and Torchieres. The upstream component includes a manufacturer and retailer buy-down. Downstream, SDG&E organizes and staffs bulb and torchiere change-outs at senior community centers in their service territory.
Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> \$3 buy-down on ENERGY STAR-qualified CFLs. <p>Fixtures:</p> <ul style="list-style-type: none"> \$10 buy-down on ENERGY STAR-qualified outdoor and ceiling fixtures. <p>Torchieres:</p> <ul style="list-style-type: none"> \$10 buy-down on ENERGY STAR-qualified torchieres.
Field Support:	A field representative labels qualified products, provides retailer training, and places POP materials.
Marketing:	A comprehensive marketing campaign for all SDG&E programs includes ads in newspapers, on television, as bill inserts.
Further Information:	Lauri Murray ☎ 858-636-5790 ✉ lmurray@sdge.com 🌐 www.sdge.com

Sponsor:	Sacramento Municipal Utility District (SMUD)
ENERGY STAR Partner:	Yes
Service Territory:	451,000
Program Name:	Residential Retail Lighting Program
Implementation:	The program began in December 2000.
2001 Budget:	Total: \$700,000 Incentives: \$118,000

Goals & Objectives:	To promote significant, long-term increases in knowledge, availability, purchases, 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. In addition, program aims are to achieve sales goal of 25,000 CFLs in 2001, annual savings of 1.8 million kWh, and summer peak-load savings of 400 kW.
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 sub-compact CFLs are promoted through marketing and retailer incentives. SMUD will be seeking to expand participation to more retailers, retail markets, and manufacturers, and to increase product choice. SMUD is planning to participate in the PNNL technology procurement of CFL recessed cans, and a national ENERGY STAR torchiere trade-in event.
Incentives:	CFLs: <ul style="list-style-type: none"> \$2.50 retailer incentive for each 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.
Field Support:	Field representatives are employed to provide in-store support and place POP materials.
Marketing:	Most marketing is developed and implemented by SMUD personnel, and includes education to increase consumer awareness of the products, bill inserts, POP materials, and print ads.
Further Information:	Rick Kallett ☎ 916-732-5477 ✉ rick.kallett@smud.org 🌐 www.smud.org

Sponsor:	Southern California Edison (SCE)
ENERGY STAR Platform:	Yes
Service Territory:	4.2 million
Program Name:	Re-lamping Program
Implementation:	The Re-lamping Program began in 1985 and is on-going.
2001 Budget:	Not Supplied
Goals & Objectives:	During 2001, the program goals are to visit 24,000 homes and give away 108,000 compact fluorescent bulbs.
Program Description:	The Re-lamping Program is one of SCE's Low-Income Energy Efficiency programs that assist low-income households become more efficient. SCE works with community-based organizations that visit homes and install four bulbs inside and one bulb outside. Homeowners may be eligible to receive a free outdoor fixture if the existing fixture will not accept CFLs.
Incentives:	None
Field support:	Community-based organizations work with customers in the field.
Marketing:	Although the Re-lamping Program is not actively marketed, it is SCE's most successful low-income program. It is promoted primarily through community-based organizations and word-of-mouth.
Further Information:	Donna Weaver ☎ 626-302-1528 ✉ weaverdm@sce.com 🌐 www.sce.com

Midwest

Sponsor:	Wisconsin Energy Conservation Corp (WECC) WECC is a non-profit consulting firm that designs, delivers, and administers energy efficiency programs for utilities and government. WECC presently designs and implements the ENERGY STAR Products program for Alliant Energy, Wisconsin Electric Power Company, Superior Water, Light and Power Company, State of Wisconsin – Division of Energy and Public Benefits, and 32 municipal utilities.
ENERGY STAR Partner:	Yes
Service Territory:	32 Utilities throughout Wisconsin serving two-thirds of the state’s population (1.5 million customers)
Program Name:	ENERGY STAR Products
Implementation:	January 1, 2001-May 31, 2001; Public Benefits programs begin June 1, 2001.
2001 Budget:	Total ENERGY STAR Lighting and Appliances: \$1.5 million through May 31, 2001; Funds beyond May 31 through Public Benefits.
Goals & Objectives:	To build consumer and market awareness of the ENERGY STAR label; educate consumers and retailers on the benefits of ENERGY STAR lighting; and create mutually-beneficial partnerships with manufacturers and distributors that leverages resources to promote ENERGY STAR lighting products.
Program Description:	Promotes ENERGY STAR lighting with a comprehensive program that incorporates consumer incentives, cooperative advertising for retailers, in-store and media marketing, and retailer support by program field representatives. Targeted retailers include national retailers, hardware stores, lighting showrooms, and grocery stores. Large retailers expected to participate by June 2001 include Menards and Wal-Mart.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$5 mail-in rebate for ENERGY STAR-qualified CFLs. Fixtures: <ul style="list-style-type: none"> ▪ \$15 mail-in rebate for ENERGY STAR-qualified hardwired CFL indoor and outdoor fixtures. Torchieres: <ul style="list-style-type: none"> ▪ \$20 mail-in rebate for ENERGY STAR-qualified CFL torchieres.
Field Support:	Program field representatives support participating retailers with product labeling, staff training, special in-store promotions. For smaller retailers, the program representatives assist stores with product selection and outlets for lighting products not available through their normal suppliers.
Marketing:	The WECC marketing plan includes the following: <ul style="list-style-type: none"> ▪ Consumer brochure ▪ In-store educational materials (special events) ▪ Print and radio ads ▪ Co-op advertising for retailers up to 100% of the cost depending on the percentage of the ad devoted to ENERGY STAR qualified lighting products, up to \$500 per retailer through May 15, 2001. ▪ Cross marketing lighting products to all past ENERGY STAR program participants through direct mail.
Further Information:	Sara Van de Grift ☎ 608-249-9322 x 160 ✉ sarav@weccusa.org 🌐 www.weccusa.org

Sponsor:	Commonwealth Edison (ComEd)
ENERGY STAR Partner:	Yes
Service Territory:	3.2 million
Program Name:	Residential Lighting Program
Implementation:	The program began in February, 2001.
2001 Budget:	Not Supplied
Goals & Objectives:	To 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>Energy Efficient Lighting For Your Home</i> is distributed to residential customers via www.topbulb.com partnership. 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.bricknell@exeloncorp.com

Sponsor:	Madison Gas & Electric (MG&E)
ENERGY STAR Partner:	Yes
Service Territory:	107,000
Program Name:	Check with the Experts Program
Implementation:	On-going
2001 Budget:	Not Supplied
Goals & Objectives:	The 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 works closely with the retailers and suppliers to develop packaged promotions such as retailer or manufacturer provided discounts supplemented with MG&E marketing support (web coupons, direct mail and print ads). MG&E covers 100% of advertising costs. Custom promotions are jointly developed with MG&E covering 50% of the cost up to \$5,000. Co-op advertising for qualified products are funded at 25%, with a maximum of \$5,000 annually.
Field Support:	The utility staff visits the retailers to provide training (as needed) and POP materials.

Marketing:	Promotion of the lighting program consists of the following components: <ul style="list-style-type: none"> ▪ Earth Day 2001 Turn-in Promotion with a \$5 discount on a new ENERGY STAR torchiere for each halogen trade-in. ▪ Fall Discount Offer for ENERGY STAR torchieres with direct mail, bill inserts, web site advertising, and print promotion. ▪ Retail locator for CFLs, interior fixtures, and exterior fixtures, which is available on their web site. Links to retailers are included.
Further Information:	Ruth Miller ☎ 608-252-4703 ✉ rmiller@mge.com 🌐 www.mge.com

Sponsor:	Muscatine Power and Water
ENERGY STAR Platform:	Yes
Service Territory:	8,600 customers in Muscatine, IA
Program Name:	Compact Fluorescent Bulb Rebate Program
Implementation:	On-going
2001 Budget:	\$2,000 for bulb rebates and give-a-ways
Goals & Objectives:	This program is part of an effort to reduce energy consumption by 5% in the next five years.
Program Description:	The Compact Fluorescent Bulb Rebate Program provides mail-in customer incentives on ENERGY STAR-qualified CFLs. In addition, CFLs are distributed free-of-charge during home energy audits.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ Rebate of half of the pre-tax purchase price of CFLs. There is no limit on the number of bulbs eligible for the rebate.
Field support:	None.
Marketing:	The program is promoted through newsletters and home energy audits.
Further Information:	John Root ☎ 319-262-3354 ✉ jroot@mpw.org 🌐 www.mpw.org

Northeast

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-December 2002
2001 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

	<p>monitoring of consumer feedback.</p> <p>CFL Objectives:</p> <ul style="list-style-type: none"> ▪ Reduce direct subsidies while maintaining strong sales. ▪ Improve retailer and consumer interest and acceptance. <p>Fixture Objectives:</p> <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 regional programs such as ENERGY STAR appliances and ENERGY STAR homes. In addition to instant consumer rebates, they offer a broad retail support network and distribute several catalogs of ENERGY STAR lighting products. The marketing campaign is integrated with other ENERGY STAR programs.
Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> ▪ \$3-\$5 instant consumer rebate for ENERGY STAR-qualified CFLs. <p>Fixtures:</p> <ul style="list-style-type: none"> ▪ \$10 instant consumer rebate for ENERGY STAR-qualified hardwired outdoor fixtures. ▪ \$15 instant consumer rebate for ENERGY STAR-qualified hardwired indoor fixtures. For higher end products, such as decorative fixtures and recessed cans, rebates may increase. <p>Torchieres:</p> <ul style="list-style-type: none"> ▪ \$15 instant consumer rebate for ENERGY STAR-qualified torchieres.
Field Support:	<p>On-site visits and field representatives are employed to provide the following:</p> <ul style="list-style-type: none"> ▪ Recruitment ▪ Retail support and training ▪ POP materials ▪ Staffing for promotional events
Marketing:	<p>A comprehensive marketing campaign is underway to promote across all ENERGY STAR programs the integration of marketing themes and images. Marketing components include:</p> <ul style="list-style-type: none"> ▪ TV ads ▪ Radio ads ▪ Newspaper and magazine ads ▪ Product Catalogs, Coupons and Rebates Processing information ▪ Special Promotions
Further Information:	<p>Glenn Reed ☎ 781- 860-9177 ext. 19 ✉ greed@neep.org</p> <p>Subid Wagley ☎ 781- 860-9177 ext.15 ✉ swagley@neep.org 🌐 www.NEEP.org</p>

Sponsor:	New York State Energy Research & Development Agency (NYSERDA)
ENERGY STAR Partner:	Yes
Service Territory:	17 million residential customers in New York State (excluding Long Island)
Program Name:	The New York State ENERGY STAR Appliances and Lighting Program
Implementation:	On-going

2001 Budget:	Total: \$6 million (Total combined budget for appliances, lighting and consumer awareness) Incentives: \$3 million
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:	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: <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:	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, radio, TV ads, and special promotions.
Field Support:	Field representatives visit retailers to recruit participation, supply POP materials and provide training on the benefits of ENERGY STAR products.
Marketing:	<ul style="list-style-type: none"> ▪ 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 panels, 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. ▪ The ENERGY STAR Kitchen concept is currently being used to encourage participation in the renovation, new construction, and multi-family building sectors. The concept will be promoted through two actual kitchens shown at home shows and malls in major upstate markets during the spring. The ENERGY STAR[®] lighting products featured in the display are being raffled off at the end of the demonstration. ▪ Other marketing events include a torchiere trade-in event with Syracuse University this fall, a presentation at the State Fair, and a lighting catalog, <i>ENERGY STAR Lighting Solutions</i>, which was sent to over 500,000 residential customers in New York State.
Further Information:	Lydia Perez ☎ 518-862-1090 ext. 3203 ✉ lcp@nyserda.org 🌐 www.nyserda.org

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
2001 Budget:	Total: \$3.5 million for lighting and appliances Incentives: \$1.7 million for lighting and appliances
Goals & Objectives:	To generate lasting impacts that increase market share for efficient lighting products.

Program Description:	<ul style="list-style-type: none"> ▪ 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. ▪ 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.
Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> ▪ \$6 instant consumer rebate for ENERGY STAR-qualified CFLs. <p>Fixtures:</p> <ul style="list-style-type: none"> ▪ \$15 instant consumer rebate for ENERGY STAR-qualified hardwired fixtures. Manufacturer and/or distributor incentives might become available to increase the availability of ENERGY STAR certified recessed can fixtures. <p>Torchieres:</p> <ul style="list-style-type: none"> ▪ \$20 instant consumer rebate for ENERGY STAR-qualified torchieres.
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. ▪ 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>

Sponsor:	<p>State of New Jersey The New Jersey Board of Public Utilities recently approved funding for a three year proposal totaling more than \$358 million in funding for new energy efficiency and renewable energy programs.</p>
Service Territory:	<p>8 million residents</p>
Program Description:	<ul style="list-style-type: none"> ▪ The New Jersey BPU approved \$358 million of funding in February 2001 that will help customers reduce energy use and lower their bills while developing renewable energy sources. The first year spending for 2001 will be \$115 million, approximately \$119 million in 2002 and approximately \$124 million for 2003. Of this funding, 75 percent will go to the efficiency programs and 25 percent will be used to fund renewable energy projects. ▪ CEE will update this summary as more information about New Jersey's residential energy-efficiency programs becomes available.
Further Information:	<p>Frank Migneco, GPU Energy ☎ 973-455-8385 ✉ fmigneco@gpu.com</p>