

Residential Lighting Programs National Summary



May 2002

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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. 207 or Rfoster@CEE1.org.

Residential Lighting Fast Facts

- All programs are promoting ENERGY STAR[®]-qualified products.
- Participating programs are serving over 60 million residential customers.
- Over \$43 million is budgeted to promote ENERGY STAR lighting (and appliances in some cases).
- Almost \$20 million is budgeted for direct incentives for 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 2004).
- Sponsors are leveraging other ENERGY STAR-based programs by cross-marketing. Some program designs include components for under served small markets.

Residential Lighting Program Overview

Sponsor	ENERGY STAR Platform	Service Territory	State	Residential Customers (millions)	Program End	2001 Budget		CFLs		Hardwired Fixtures		Torchieres		Ceiling Fans	
						Total \$millions	Incentive \$millions	Incentive	Type	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	8.0	-	-	-	-	-	-	-	-	-	-	-
SCL	Yes	Seattle	WA	0.68	Ongoing	-	-	Full	Giveaway	-	-	-	-	-	-
Puget Sound Energy	Yes	Western WA	WA	0.8	Ongoing	-	-	-	-	\$25	Main-in	-	-	-	-
Snohomish PUD	Yes	Snohomish County	WA	0.23	Dec 31 2002	1.65	-	\$2 \$3	Buy down Instant	-	-	-	-	-	-
PG&E	Yes	Central & Northern	CA	12.0	Dec 31 2002	5.8	-	\$2	Instant	\$10	Instant	\$10	Instant	\$20	Instant
SCE	Yes	Southern CA	CA	4.2	Ongoing	-	-	Full	Giveaway	-	-	-	-	-	-
SDG&E	Yes	San Diego	CA	1.2	Ongoing	1.5	-	\$2	Buy down	\$10	Buy down	\$10	Buy down	\$20	Buy down
SMUD	Yes	Sacramento	CA	0.5	Dec. 2002	1.67	0.77	\$4	Mail-in	-	-	\$10 \$20	Mail-in Retailer	-	-
LADWP	Yes	Los Angeles	CA	1.3	Dec. 2002	3.0 ^(a)	-	-	-	-	-	-	-	-	-
Anaheim	Yes	Anaheim	CA	0.3	Feb 8 2003	0.3	-	\$5	Mail-in	-	-	-	-	\$50	Mail-in
MEEA	Yes	OH, IL, MN, MO	OH, IL, MN, MO	-	Ongoing	0.4	-	\$3	Instant	-	-	-	-	-	-
WECC	Yes	32 Utilities in WI	WI	1.5	June 2004	2.4 ^(a)	-	\$3	Mail-in	\$10	Mail-in	\$20	Mail-in	\$15	Mail-in
ComEd	Yes	Chicago	IL	3.2	Ongoing	0.06	-	-	-	-	-	-	-	-	-
Xcel Energy	Yes		MN		Ongoing	-	-	-	-	-	-	-	-	-	-
MG&E	Yes	Madison	WI	0.13	Ongoing	-	-	-	-	-	-	-	-	-	-
Muscatine Power & Water	Yes	Muscatine	IA	0.008	Ongoing	0.002	-	Half purchase price	Mail-in	-	-	-	-	-	-
NEEP Utilities	Yes	MA, RI, CT, VT, NH	MA, RI, CT, VT, NH	12.2	Dec. 2002	20.0	8-12	\$3 - \$4	Instant	\$10 outdoor \$15 indoor	Instant	\$15	Instant	\$10-\$15	Instant
NYSERDA	Yes	NY state	NY	17.0	Ongoing	2.2 ^(a)	7.0	-	-	-	-	\$25	Mail-in	-	-
LIPA	Yes	Long Island	NY	1.0	Dec. 2003	3.0 ^(a)	2.0 ^(a)	\$3	Instant	\$10	Instant	\$15	Instant	-	-
TOTALS				65.2		43.4	19.8								

(a) Combined Lighting and Appliance Budget.

Northwest

Sponsor:	Northwest Energy Efficiency Alliance (NEEA)
ENERGY STAR Platform:	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
2002 Budget:	Total: \$1.5 million Marketing: \$313,500
Goals & Objectives:	To create and sustain consumer demand for ENERGY STAR-qualified 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-qualified lighting products and supporting the efforts with strategic program-controlled marketing and field services. In addition, the program has recently begun an investigation of fixture use in new construction.
Incentives:	No direct product incentives are offered through this program. Local utilities may offer incentives to their customers for ENERGY STAR-qualified 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 complements 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:	8 million residential customers in Washington, Oregon, Idaho, and Montana
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. ▪ BPA ran a torchiere program that ended on April 30, 2002, and is considering participating in the fall ENERGY STAR Promotion and administering a program for LED holiday lights.
Further Information:	Ken Keating ☎ 503-230-5857 ✉ kmkeating@bpa.gov

Sponsor:	Seattle City Light
ENERGY STAR Platform:	Yes
Service Territory:	680,000 residents
Program Name:	Neighborhood Power Project
Implementation:	The program began in 1995 and is ongoing.
2002 Budget:	Not supplied
Goals & Objectives:	Build partnerships between the City of Seattle and neighborhoods while promoting energy-efficient lighting. Promote collaboration among City Departments to deliver services more efficiently. Similar to past years, this year's goal is to distribute 4000-5000 CFLs and save 150,000 kWh.
Program Description:	SCL provides volunteers with free CFLs to deliver to their neighbors. Each year, the program focuses on a different Seattle neighborhood.
Incentives:	CFLs are provided to neighborhood residents free of charge.
Field Support:	None
Marketing:	The program is promoted through a targeted mailing and events such as community fairs.
Further Information:	Juan Peralez ☎ 206-684-3868 ✉ juan.peralez@ci.seattle.wa.us

Sponsor:	Puget Sound Energy (PSE)
ENERGY STAR Platform:	Yes
Service Territory:	800,000 residential customers in western Washington state
Program Name:	LightSmart
Implementation:	The program will continue until funds are exhausted.
2002 Budget:	Not supplied
Goals & Objectives:	The goal of the LightSmart program is to save 1.5 million kWh in 2002.
Program Description:	PSE's LightSmart program offers incentives for the purchase and installation of efficient hard-wired lighting fixtures in new or renovated multi-family buildings.
Incentives:	Fixtures: <ul style="list-style-type: none"> ▪ \$25 per hard wired fixture or 40% of fixture cost, whichever is less. The LightSmart rebate includes lighting for common areas, exterior illumination, kitchen, and bath.
Field Support:	None
Marketing:	The program is promoted to builders, developers, housing agencies, and architects by phone and direct mail.
Further Information:	Nora Williams ☎ (425) 424-6687 ✉ nwilli@puget.com

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, 2002.
2002 Budget:	Total: \$1.65 million
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:	CFLs: <ul style="list-style-type: none"> ▪ \$2 manufacturer buy-down on ENERGY STAR-qualified CFLs. ▪ \$3 instant consumer rebate on ENERGY STAR-qualified CFLs.
Field Support:	Field support staff 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:	Cross Cutting Residential Upstream Lighting Program
Implementation:	The programs will start September 1 and will run through December 31, 2002, pending funding –availability.
2002 Budget:	\$5.8 million
Goals & Objectives:	To provide rebates on 2 million ENERGY STAR CFLs and 7,000 ENERGY STAR Torchieres, and 7,000 ENERGY STAR hardwired fixtures.
Program Description:	This program focuses on consumer incentives, and may include manufacturer buy-downs and retailer participation and a supporting marketing campaign.
Incentives:	<p>CFLs:</p> <ul style="list-style-type: none"> ▪ \$2 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 instant rebate for ENERGY STAR qualified torchieres. <p>Ceiling Fans</p> <ul style="list-style-type: none"> ▪ \$20 instant rebate for ENERGY STAR ceiling fan with Light Kit
Field Support:	Field representatives provide training and program information to retailers. Retailers sign a retailer participation agreement to provide instant rebates at their stores. In 2001, 38 retailers with over 400 stores participated.
Marketing:	The program is marketed through retailers, bill inserts, and the web site (www.pge.com/foryourhome). A targeted effort to include areas that have not participated as strongly in the past and to draw more food and drug retailers to participate is part of the 2002 program.
Further Information:	Ila Homsher ☎ 415-973-3288 ✉ imh2@pge.com 🌐 www.pge.com

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 ongoing.
2002 Budget:	Not Supplied
Goals & Objectives:	During 2002, the program goals are to ensure customers get a full service of program benefits.
Program Description:	The Re-lamping Program is one of SCE's Low-Income Energy Efficiency programs designed to assist customers with limited or low incomes to lower their energy bills through the use of CFLs. 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 one of SCE's most successful low-income programs. It is promoted primarily through community-based organizations and word-of-mouth.
Further Information:	Donna Weaver ☎ 626-302-8995 ✉ weaverdm@sce.com 🌐 www.sce.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:	Ongoing
2002 Budget:	Total: \$1.5 million
Goals & Objectives:	The program targets are to provide rebates for 250,000 CFLs, 23,000 outdoor fixtures, 4,000 ceiling fixtures, 2,750 ceiling fans and 34,200 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"> ▪ \$2 buy-down on ENERGY STAR-qualified CFLs. <p>Fixtures:</p> <ul style="list-style-type: none"> ▪ \$10 buy-down on ENERGY STAR-qualified outdoor fixtures ▪ \$20 buy down on ENERGY STAR-qualified 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:	This statewide program is promoted concurrently among the four investor-owned utilities in California. Marketing the programs will include ads in newspapers and bill inserts. SDG&E will also support the <i>California Flex Your Power</i> campaign.
Further Information:	Neil Sybert ☎ 858-636-5795 ✉ nsybert@sdge.com 🌐 www.sdge.com

Sponsor:	Sacramento Municipal Utility District (SMUD)
ENERGY STAR Platform:	Yes
Service Territory:	468,000 residential customers
Program Name:	Residential ENERGY STAR Lighting Program
Implementation:	SMUD has been promoting CFL fixtures for five years and CFLs for over 10 years. The newest program began in November 2001 and will continue through 2002.
2002 Budget:	Total: \$1.67 million Incentives: \$770,000 (consumer and retailer rebates, retailer/manufacturer cooperative marketing)
Goals & Objectives:	To significantly increase long-term, sustainable sales and market penetration of energy-efficient lighting by working cooperatively with retailers, manufacturers, market-transformation initiatives such as ENERGY STAR, and other CA and regional utility programs. Program objectives are to promote sales of over 100,000 ENERGY STAR lighting products in 2002, with annual savings of 8.6 million kWh and summer peak-load savings of 1,200 kW.
Program Description:	This program promotes ENERGY STAR lighting products to SMUD's residential customers through multiple distribution channels using customer rebates and cooperative marketing and advertising with retailers and manufacturers. SMUD is seeking to expand participation to more retailers, retail markets, and manufacturers, and to increase product choice. SMUD is participating in the PNNL technology procurement of CFL recessed cans and will participate in a national ENERGY STAR lighting event.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$4 coupon for ENERGY STAR-labeled CFLs was included in February customer bills; a second coupon may be included in the local newspaper. Fixtures: <ul style="list-style-type: none"> ▪ \$10 coupon for ENERGY STAR-qualified torchieres when a halogen torchiere is turned in during the national ENERGY STAR lighting event. Additionally, retailers will be offered up to \$20 for each ENERGY STAR-labeled torchiere sold.
Field Support:	Field representatives provide in-store support and retailer training and to place POP materials.
Marketing:	Marketing is developed and implemented by SMUD and its contractor, and includes educational materials to increase consumer and retailer awareness of the products, bill inserts, POP materials, special promotions, and print ads. In addition, \$450,000 are available for cooperative marketing with retailers and manufacturers to promote ENERGY STAR-labeled lighting products.
Further Information:	Rick Kallett ☎ 916-732-5477 ✉ rick.kallett@smud.org 🌐 www.smud.org

Sponsor:	Los Angeles Department of Water and Power (LADWP)
ENERGY STAR Platform:	Yes
Service Territory:	1.3 million residential customers in Los Angeles
Implementation:	July 1 – December 31, 2002
2002 Budget:	Total: \$3 million for ENERGY STAR products (lighting and appliances)
Goals & Objectives:	The goal of the program is to promote residential energy efficiency.
Program Description:	The program will provide incentives for the purchase and use of high efficiency lighting products. The menu of qualifying purchases and rebate levels will be similar to the rest of California. LADWP has released a RFP for the consumer rebate program administration, and expects the program to begin in July 2002.
Incentives:	None at this time.
Further Information:	Ed Petok ☎ 213-367-4939 ✉ Ed.Petok@ladwp.com 🌐 www.ladwp.com

Sponsor:	City of Anaheim
ENERGY STAR Platform:	Yes
Service Territory:	330,000 residents of Anaheim, CA
Program Name:	Home Incentives Program
Implementation:	The original program began on February 2, 1999. The current agreement adding additional incentive items was effective February 8, 2002 for one year with the option of two, one-year extensions taking the agreement through February 8, 2004.
2002 Budget:	Total: \$330,000 (FY 2002/03)
Goals & Objectives:	To provide savings for customers and to reduce electric demand while encouraging market transformation.
Program Description:	City of Anaheim offers financial incentives to customers and is providing program brochures and POP displays to 30 local retailers.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$5 rebate for ENERGY STAR-qualified CFLs (limit of 5). Ceiling Fans: <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified ceiling fans.
Field Support:	City of Anaheim provides program information and displays to local retailers. In addition, it uses a contractor to label qualifying products and act as a liaison to the vendors.
Marketing:	Direct mail, newspaper ads, bill inserts, and articles in newsletters are used to promote the program.
Further Information:	Cathy Templeton ☎ 714-765-4256 ✉ cat@anaheim.net 🌐 www.anaheim.net/utilities/index.html

Midwest

Sponsor:	Midwest Energy Efficiency Alliance (MEEA)
ENERGY STAR Platform:	Yes
Service Territory:	MEEA works with state and regional energy organizations and utilities including the Ohio Department of Development, Missouri Department of Natural Resources, the City of Chicago, Commonwealth Edison, Illinois Department of Commerce and Community Affairs, Minnesota Department of Commerce, Minnesota Power, and Xcel Energy.
Program Name:	Change A Light, Change the World Residential Lighting Program – 2001
Implementation:	October – December 2001
2002 Budget:	Total: \$400,000 in commitments
Goals & Objectives:	Raise consumer awareness on the energy saving benefits of CFLs. Sell up to 100,000 CFLs for a total energy savings of 51,464,000 kWh over the life of the CFLs.
Program Description:	MEEA received funding from eight regional sponsors: City of Chicago, Commonwealth Edison, Illinois Department of Commerce and Community Affairs, Xcel Energy, Minnesota Power, Minnesota Department of Energy, Ohio Department of Development, and Missouri Department of Natural Resources. This funding was used to offer the rebate in Illinois, Minnesota, the St. Louis, Missouri metropolitan area and Ohio and to leverage funding from participating retailers and manufacturers. True Value Hardware and Home Depot stores offered a \$3 instant rebate on GE and Philips CFLs, respectively. The sponsors paid \$2 toward the rebate and GE and Philips contributed to the remaining \$1/CFL. True Value also contributed to significant advertising and marketing costs.
Incentives:	CFLs: <ul style="list-style-type: none"> For the Change-A-Light promotion in Fall 2001, MEEA partnered with GE Lighting, Phillips, True Value, and Home Depot to provide \$3 instant rebates on Energy Star-qualified CFLs.
Field Support:	MEEA will provide educational services to retailers though training for sales staff and consumer promotional events and awareness. MEEA will target “Big Box” do-it-yourself (DIY) retail establishments, but an expanded emphasis will be placed on reaching out to locally-owned and locally-franchised small businesses.
Marketing:	MEEA coordinated a regional promotion of ENERGY STAR Lighting products this fall, and also hosted the national ENERGY STAR “Change a Light, Change the World” sweepstakes. MEEA is planning to engage in an educational ENERGY STAR Lighting campaign to train retailers and consumers about the value of and how to sell ENERGY STAR-qualified products. The campaign will have targeted rebates, advertising, point-of-purchase materials, and support from the national ENERGY STAR Program.
Further Information:	Wendy Bensley ☎ 312-795-3740 ✉ wbensley@midwesteea.org 💻 www.mwalliance.org

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 Focus on Energy with ENERGY STAR Products Program for Superior Water, Light and Power Company, the State of Wisconsin – Division of Energy and Public Benefits, and 32 municipal utilities.
ENERGY STAR Platform:	Yes
Service Territory:	34 Utilities throughout Wisconsin serving three-fourths of the state’s population (2 million households)
Program Name:	Focus on Energy with ENERGY STAR Products
Implementation:	July 1, 2001 through June 30, 2004
2002 Budget:	Total: \$2.4 million for ENERGY STAR Lighting and Appliances
Goals & Objectives:	To build consumer and market awareness of the ENERGY STAR label; educate consumers and retailers on the benefits of ENERGY STAR-qualified lighting; and create mutually-beneficial partnerships with manufacturers and distributors that leverages resources to promote ENERGY STAR-qualified lighting products.
Program Description:	Promotes ENERGY STAR-qualified 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 2002 include Wal-Mart, Shopko, and Big K.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$3 mail-in rebate for ENERGY STAR-qualified CFLs. Fixtures: <ul style="list-style-type: none"> ▪ \$10 mail-in rebate for ENERGY STAR-qualified hardwired CFL indoor and outdoor fixtures. Ceiling Fans: <ul style="list-style-type: none"> ▪ \$15 mail-in rebate for ENERGY STAR-qualified ceiling fans with CFL light kits. 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 75% of the cost depending on the percentage of the ad devoted to ENERGY STAR-qualified lighting products) up to \$1000 per retailer. ▪ Cross marketing lighting products to all past ENERGY STAR program participants through direct mail.
Further Information:	Matt Kok ☎ 608-249-9322 x 230 ✉ matk@weccusa.org

Sponsor:	Commonwealth Edison (ComEd)
ENERGY STAR Partner:	Yes
Service Territory:	3.2 million
Program Name:	Residential Home Energy Audit Program
Implementation:	Ongoing
2001 Budget:	\$60,000
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 has developed an online home energy audit that shows consumers how they can lower their energy bills and has linked to an online retailer to facilitate purchases of energy-efficient products.
Incentives:	Financial incentives are not offered.
Field Support:	None
Marketing:	The program is promoted through the ComEd web site.
Further Information:	Kevin Bricknell ☎ 312-394-2356 ✉ kevin.bricknell@exeloncorp.com http://cluster.energyguide.com/HA20SS/HAMasterFrame.asp?bid=comed

Sponsor:	Xcel Energy
ENERGY STAR Platform:	Yes
Service Territory:	Xcel offers a lighting programs in its Minnesota service territory.
Program Name:	ENERGY STAR Lighting Program
Implementation:	Ongoing
2002 Budget:	Total: \$12 million for all efficiency programs.
Goals & Objectives:	For Xcel's combined efficiency programs in Minnesota, the 2002 goal is 8.9 generator GWh in 2002.
Program Description:	Xcel Energy promotes efficient lighting to its customers. The program offers no cash rebates, only general promotion of energy-efficient lighting.
Incentives:	None
Field Support:	None
Marketing:	The program is promoted through direct mail, bill inserts, and advertising on television and in print.
Further Information:	Jean Hammer ☎ 612 330-5871 ✉ Jean.hammer@xcelenergy.com


Sponsor:	Madison Gas & Electric (MGE)
ENERGY STAR Platform:	Yes
Service Territory:	128,000 residential customers
Program Name:	Check with the Experts
Implementation:	Ongoing
2002 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:	MGE works closely with Wisconsin Focus on Energy to promote the statewide program with MGE marketing support (brochures, web coupons, links, and print ads). MGE covers 100% of advertising costs. Custom promotions are jointly developed with retailers, contractors and developers with MGE covering 50% of the cost up to \$5,000. Co-op advertising for qualified products is funded at 25%, with a maximum of \$5,000 annually. Direct mail costs up to \$500, and 10% of telephone directory advertising up to \$500 can be reimbursed.
Field Support:	The utility staff meets with the retailers, contractors and developers to facilitate use of marketing funds and statewide programs.
Marketing:	Retail locator for CFLs, interior fixtures, and exterior fixtures, which is available on their web site. Links to retailers are included. Customers can also use the Home Energy Line at 608-252-7117.
Further Information:	Ruth Miller ☎ 608-252-4703 ✉ rmiller@mge.com 🌐 www.mge.com

Sponsor:	Minnesota Department of Commerce
ENERGY STAR Platform:	Yes
Service Territory:	State of Minnesota
Program Name:	Not yet chosen
Implementation:	Ongoing
2002 Budget:	Total: \$7,000
Goals & Objectives:	The goals of the program are still under development.
Program Description:	Minnesota's program focuses on promoting ENERGY STAR-qualified products and programs to Minnesota utilities, which fund conservation programs in the state. In addition, they have begun a consumer awareness campaign through their web site.
Incentives:	None
Field Support:	None
Marketing:	The program is promoted through the web site, which includes an Energy Highlights newsletter, "Tip of the Month," and other consumer publications.
Further Information:	Bruce Nelson ☎ 651-297-2313 ✉ bruce.nelson@state.mn.us 🌐 www.commerce.state.mn.us

Sponsor:	Muscatine Power and Water
ENERGY STAR Platform:	Yes
Service Territory:	8,600 customers in Muscatine, IA
Program Name:	CFL Rebate Program
Implementation:	Ongoing
2002 Budget:	Total: \$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 CFL 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 Partnerships (NEEP)
ENERGY STAR Platform:	Yes
Service Territory:	Ten electric and efficiency utility service territories in MA, RI, CT, VT, NH and Long Island (NY) serving approximately 6.5 million residential customers are involved in coordinated, regional program implementation and marketing efforts. Other NEEP utility and government sponsors in NY, NH and NJ participate in regional planning activities and information sharing.
Program Name:	Northeast ENERGY STAR Residential Lighting Initiative
Implementation:	1998-December 2002
2002 Budget:	Total: approx. \$20 million Incentives: TBD, but estimated at approximately \$8-12 million based on 2001 rebate levels and proposed program activities.
Goals & Objectives:	The overall goal is to create and sustain positive changes in the residential lighting market, increasing availability, consumer acceptance and use of ENERGY STAR-qualified hard-wired and screw-based lighting technologies. These include: <ul style="list-style-type: none"> ▪ Increase retailer and consumer interest and acceptance. ▪ Support the design and manufacture of high quality, energy-efficient lighting fixtures. ▪ Reduce direct subsidies while maintaining strong sales. ▪ Provide market support to encourage the stocking, display and purchase of ENERGY STAR lighting products. ▪ Improve the lighting design and product selection in new construction and renovation/remodeling. ▪ Assure products meet customer expectations by supporting product testing and continued monitoring of consumer feedback.
Program Description:	The participating NEEP utilities offer comprehensive ENERGY STAR programs that leverage resources from other regional programs such as the ENERGY STAR Appliance program. In addition to instant consumer rebates, the Lighting program offers a broad retail support network and distributes catalogs of ENERGY STAR lighting products. A comprehensive ENERGY STAR Lighting marketing campaign is closely integrated with the ENERGY STAR Appliance program marketing efforts.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$3-\$4 instant consumer rebate for ENERGY STAR-qualified CFLs. Fixtures: <ul style="list-style-type: none"> ▪ \$10 instant consumer rebate for ENERGY STAR-qualified outdoor fixtures. ▪ \$15 instant consumer rebate for ENERGY STAR-qualified indoor fixtures. Torchieres: <ul style="list-style-type: none"> ▪ \$20 instant consumer rebate for ENERGY STAR-qualified torchieres. Ceiling Fans: <ul style="list-style-type: none"> ▪ \$10-\$15 instant consumer rebate for ENERGY STAR-qualified ceiling fans with hardwired lighting.
Field Support:	On-site visits and field representatives are employed to provide retailer recruitment, retailer support and training, placement of POP materials and instant coupons, and staffing for promotional events.
Marketing:	A comprehensive marketing campaign - "Better Way to Save Energy" - is underway for both the ENERGY STAR Lighting and Appliance programs. Marketing components include TV, radio, newspaper, and magazine ads, as well as coordination with EPA/DOE ENERGY STAR marketing activities, public relations outreach efforts, and special Promotions Sweepstakes.
Further Information:	Glenn Reed ☎ 781- 860-9177 ext. 19 ✉ greed@neep.org Subid Wagley ☎ 781- 860-9177 ext.15 ✉ swagley@neep.org 🌐 www.NEEP.org

Sponsor:	New York State Energy Research & Development Authority
ENERGY STAR Platform:	Yes
Service Territory:	17 million residents of New York State (excluding Long Island)
Program Name:	New York State ENERGY STAR Products Program New York State ENERGY STAR Products Bulk Purchasing Program
Implementation:	Ongoing for the two programs
2002 Budget:	Total: \$3.6 million for ENERGY STAR Products, \$5.6 million Bulk Purchase Incentives: \$2 million for ENERGY STAR Products, \$5 million Bulk Purchase <i>These budgets are not for lighting products only, but include all the ENERGY STAR products promoted through NYSERDA's programs.</i>
Goals & Objectives:	ENERGY STAR Products: <ul style="list-style-type: none"> The goal of this program is to improve the availability, promotion, and sales of energy-efficient residential products in the service territories of Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., New York State Electric & Gas Corporation, Niagara Mohawk Power Corporation, Rochester Gas & Electric Corporation, and Orange and Rockland Utilities, Inc. Bulk Purchase: <ul style="list-style-type: none"> NYSERDA seeks to reduce energy consumption in New York State by installing energy-efficient ENERGY STAR-qualified products, including lighting fixtures, in multi-family buildings.
Program Description:	ENERGY STAR Products: <ul style="list-style-type: none"> This statewide program strengthens the delivery and sales infrastructure for ENERGY STAR-qualifying products through training, sales assistance and tools, promotional support, and other incentives. Bulk Purchase: <ul style="list-style-type: none"> Multifamily building owners/managers in the program are offered tenant education workshops and a free energy assessment that details energy and monetary savings associated with replacing lighting fixtures with ENERGY STAR-qualified fixtures.
Incentives:	ENERGY STAR Products: <ul style="list-style-type: none"> Retailers and manufacturers are offered free POP materials, free in-store training, and cooperative advertising incentives. Bulk Purchase: <ul style="list-style-type: none"> \$25 per hardwired lighting fixture.
Field Support:	Field representatives visit retailers to recruit participation, supply POP materials, and provide training. Multifamily building owners and managers are also provided with information on the program when they sign up as multifamily building partners.
Marketing:	The Residential ENERGY STAR Marketing Program uses public service announcements and special events to promote ENERGY STAR lighting products.
Further Information:	Lydia Perez ☎ 518-862-1090 ext. 3203 ✉ lcp@nyserda.org  www.GetEnergySmart.org

Sponsor:	Long Island Power Authority (LIPA)
ENERGY STAR Platform:	Yes
Service Territory:	1 million residential customers in Long Island, NY
Program Name:	Residential Lighting & Appliance Program (RLA)
Implementation:	1999-2003
2002 Budget:	Total: \$3.1 million for lighting and appliances Incentives: \$2.0 million for lighting and appliances
Goals & Objectives:	To generate lasting impacts that increase 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 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-qualified lighting products and other non-lighting products. The instant consumer rebate applies to all qualified products in the catalog.
Incentives:	CFLs: <ul style="list-style-type: none"> ▪ \$3 instant consumer rebate for ENERGY STAR-qualified CFLs through May 31, 2002. Fixtures: <ul style="list-style-type: none"> ▪ \$10 instant consumer rebate for ENERGY STAR-qualified hardwired fixtures through May 31, 2002. ▪ Manufacturer and/or distributor incentives might become available to increase the availability of ENERGY STAR-qualified recessed can fixtures. Torchieres: <ul style="list-style-type: none"> ▪ \$15 instant consumer rebate for ENERGY STAR-qualified torchieres through May 31, 2002.
Field Support:	Field representatives are employed to recruit retailers, train sales staff, perform maintenance visits, place POP materials, and provide staffing for promotional events.
Marketing:	The LIPA marketing campaign is aligned with the other NEEP utilities (see NEEP description). Additional activities include: <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:	Maggie Ramos ☎ 631-436-4225 ✉ mramos@keyspanenergy.com 🌐 www.lipower.org