

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 Rebecca Foster, CEE, (617) 589-3949 ext. 207 or Rfoster@CEE1.org.

Northwest

Sponsor	*Bonneville Power Administration (BPA)
Service Territory	8 million residential customers in Washington, Oregon, Idaho, and Montana
ENERGY STAR Platform	Yes
Program Name	Energy Star Lighting and Change-a-Light
Implementation	2003-2006
2004 Budget	No restrictions on lighting within a \$35 million/year budget
Goals and Objectives	Support the NW Alliance in getting up to 8 million bulbs a year sold by 2008.
Program Description	Rate Credit Program encourages local utilities to provide incentives for fixtures and lamps.
Incentives	2004: \$7 per lamp 2005 \$4 per lamp; \$29 per torchiere
Field Support	Circuit Riders through the NW Alliance
Marketing	ECOS, PEI and the NW Alliance handle marketing for the most part
Further Information	Ken Keating 503-230-5857 kmkeating@bpa.gov

Sponsor:	*Northwest Energy Efficiency Alliance (NW Alliance)
ENERGY STAR Platform	Yes
Service Territory	OR, WA, ID and MT serving 5.33 million residential customers
Program Name	ENERGY STAR Consumer Products
Implementation	March 1, 2004-December 31, 2004
2004 Budget	\$700,000
Goals & Objectives	<ul style="list-style-type: none"> ▪ To increase CFL sales in the Northwest by 750,000 to 1 million annually from the 2003 figures, reaching a total of 9 million a year by 2010. ▪ Increase the rate consumers replace expired CFL's with new CFLs from 30% to 80% by 2010. ▪ Increase availability, selection, and affordability of lighting products in the region.
Program Description	The Consumer Products Program includes a regional market-based effort using the national ENERGY STAR labeling and marketing platform to promote lighting and appliances, consolidating the formerly separate projects. The Energy Star products promotion will focus on lighting (CFLs and Fixtures) and ultra high-efficiency clothes washers to provide the most cost-effective savings available. Other efforts specific to lighting include: -supporting national efforts to improve overall lighting quality -supporting advancement of new lighting technologies and the proper disposal of CFLs.
Incentives	No direct consumer 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	Provide retailer support in the form of sales training, merchandising, in-store promotional support, and cooperative marketing coordination to more than 1,700 lighting retailers throughout the Northwest.
Marketing	Marketing support will be focused on providing regional support for the annual Change-A-Light national promotion for ENERGY STAR-qualified lighting. Regional marketing will reinforce and leverage messages and materials developed nationally for this promotion. Cooperative marketing incentives will be available for retailers to help in stepping up promotional efforts.
Further Information	Marci Sanders 503-827-8416 ext. 245 msanders@nwalliance.org

California

Sponsor	Investor Owned Utilities (*PG&E, *SDG&E, *SCE)
ENERGY STAR Platform	Yes
Service Territory	28 million residents
Program Name	Energy Star Qualified Lighting Rebates
Implementation	January 1, 2004- May 31, 2004 & April 15, 2004-October 31, 2004
2004 Budget	Not supplied
Goals & Objectives	-
Program Description	IOU's provide instant rebates when consumers purchase ENERGY STAR-qualified efficient lighting products.
Incentives	<p>Compact Fluorescent Lights</p> <ul style="list-style-type: none"> ▪ 450-799 lumens for \$1.00 ▪ 800-1,09 lumens \$1.50 ▪ 1100-2,599 lumens \$2.00 ▪ 2600 lumens or more \$2.50 <p>Exterior Hardwired</p> <ul style="list-style-type: none"> ▪ \$5.00 for up to 1,099 lumens ▪ \$10 for 1100 lumens or more <p>Interior Hardwired Fixtures</p> <ul style="list-style-type: none"> ▪ \$5 for up to 1,099 lumens ▪ \$10 for 1100 or more lumens <p>Torchieres</p> <ul style="list-style-type: none"> ▪ \$10
Field Support	IOU's work with manufacturers and retailers to make special discount prices available on specific ENERGY STAR-qualified lighting products. The Residential ENERGY STAR Lighting Incentive Program sponsors (IOU's) jointly announced a Summer/Fall promotion that runs from April 15-Oct 31 st , 2004. The promotion offer incentives to lighting manufacturers to discount their ENERGY STAR-qualified products, resulting in lower retail prices for customers.

Marketing	IOU's promote ENERGY STAR messaging on their web sites; encouraging customers to purchase ENERGY STAR-qualified CFLs and fixtures on the basis of their energy efficiency and overall cost benefits. The IOU's also promote the benefits of ENERGY STAR-qualified lighting in their monthly bill inserts. IOU's sponsor a number of lighting events throughout the year.
Further Information	PGE&E: Terry Pang 415-973-8971 txp3@pge.com SDG&E: Neil Sybert 858-636-5795 nsybert@semprautilities.com SCE: Richard Greenberg 626-302-8735 Richard.Greenburg@sce.com

Sponsor	*Los Angeles Department of Water & Power (LADWP)
ENERGY STAR Platform	Yes
Service Territory	1.3 million residents in Los Angeles
Program Name	ENERGY STAR Lighting Program
Implementation	July 1, 2004-June 30, 2005
2004 Budget	\$1.25 million
Goals & Objectives	To save 1,425,000 kilowatt-hours per year, to encourage residential customers to buy ENERGY STAR approved appliances and products by providing cash rebates, and to work cooperatively with area retailers and contractors to promote energy efficiency.
Program Description	LADWP promotes the use and awareness of energy efficient lighting products by offering incentives to customers for the purchase of efficient products.
Incentives	Indoor Hardwired Fixtures <ul style="list-style-type: none"> ▪ \$10 mail-in rebate Ceiling Fans with Light Kit <ul style="list-style-type: none"> ▪ \$20 mail-in rebate Torchieres <ul style="list-style-type: none"> ▪ \$10 mail-in rebate
Field Support	LADWP provides field support. LADWP personnel visit area retailers to ensure that they clearly understand the program and have the necessary tools (applications.) LADWP staff also inspect customer installations for quality control.
Marketing	Bill inserts, web page announcements, brochures distributed through LADWP branch offices and at special events.
Further Information	Ed Petok 213-367-4939 ed.petok@ladwp.com

Sponsor	*Sacramento Municipal Utility District (SMUD)
ENERGY STAR Platform	Yes
Service Territory	597,500 residential customers, 1.3 million population
Program Name	Residential ENERGY STAR Lighting Program
Implementation	Spring and fall, 2004
2004 Budget	\$495,000 for incentives (co-op marketing, including product buy-downs)
Goals & Objectives	Effect long-term, permanent changes in the residential-lighting market, the results of which include significant increases in knowledge about, availability, purchase, and market penetration of energy-efficient lighting.
Program Description	This program promotes ENERGY STAR lighting products to SMUD's residential customers through use of a co-op marketing fund and partnerships with manufacturers and retailers. The program also uses mail-in rebates for ENERGY STAR ceiling fans and lights.
Incentives	SMUD provides funding for a variety of marketing mechanisms, including manufacturer-cost-buy-down, advertising, POP and events. Amount of buy-down may vary. Manufacturer/retailer partner expected to contribute through additional buy-down and/or other marketing. See website for details.
Field Support	Yes
Marketing	Bill package, print ads, web, POP, home shows, radio, press releases
Further Information	Rick Kallet 916-732-5477 rick.kallet@smud.org

Sponsor	*San Diego Gas & Electric (SDG&E)
ENERGY STAR Platform	Yes
Service Territory	3 million customers from southern CA to Mexican Border
Program Name	Lighting Turn in Program
Implementation	-
2004 Budget	Not Supplied
Goals & Objectives	<ul style="list-style-type: none"> ▪ Reduce energy use and lessen statewide demand ▪ Distribute info on energy savings ▪ Promote other SDG&E programs and services.
Program Description	Throughout their service area, SDG&E holds lighting turn-in events allowing consumers to exchange less efficient halogen torchiere lamps and incandescent bulbs for ENERGY STAR torchieres and CFLs. Each customer may bring up to 2 torchieres and 10 incandescent bulbs.
Incentives	One to One exchange of less-efficient products for more efficient products.
Field Support	-
Marketing	-
Further Information	Neil Sybert 858-636-5795 nsybert@semprautilities.com

Midwest

Sponsor	*Alliant Energy IA
ENERGY STAR Platform	Yes
Service Territory	1.4 million in Iowa, Illinois, Minnesota, and Wisconsin
Program Name	Art of Efficiency Program
Implementation	September 1, 2003-December 31, 2004
2004 Budget	Not supplied
Goals & Objectives	Encourage customers to reduce energy use by 66% by replacing incandescent bulbs with CFLs.
Program Description	Iowa residential electric customers will receive a mail-in rebate for ENERGY STAR-qualified CFLs and indoor fixtures associated with new construction.
Incentives	<ul style="list-style-type: none"> ▪ \$3 mail in rebate for every ENERGY STAR-qualified CFL bulb they buy. To qualify you must purchase a minimum of 5 and you may not exceed 10 bulbs. ▪ \$10 for indoor, hardwired fixtures associated with New construction.
Field Support	-
Marketing	-
Further Information	Kim King 319-551-4416 KimKing@alliantenergy.com

Sponsor	*Illinois Department of Commerce
ENERGY STAR Platform	Yes
Service Territory	12.4 million customers
Program Name	Illinois Energy Star Lighting Program
Implementation	Limited time offer (see ENERGY STAR website) or Illinoisenergy.org
2004 Budget	\$1 million
Goals & Objectives	To increase awareness of opportunities for energy conservation.
Program Description	Illinois residents can receive rebates for purchasing ENERGY STAR qualified compact fluorescent light bulbs.
Incentives	<ul style="list-style-type: none"> ▪ \$3 mail-in rebate on purchase of ENERGY STAR-qualified CFLs. ▪ Torchieres, CFL, fixture rebates, buy-downs, and promotions ▪ Change a Light participant ▪ Lights for Learning CFL fundraiser for schools
Field Support	2 field staff for retail support and educational outreach
Marketing	-
Further Information	Andrea Reiff 217-785-0164 areiff@commerce.state.il.us

Sponsor	*Midwest Energy Efficiency Alliance
ENERGY STAR Platform	Yes
Service Territory	12.4 million consumers
Program Name	Illinois ENERGY STAR Lighting Program
Implementation	July 1, 2003-June 30, 2004 (Illinois State Fiscal Year)
2004 Budget	\$730,000 (at least 80% goes to rebates). The program has been extended through December 31, 2004 with an additional \$650,000.
Goals & Objectives	<ol style="list-style-type: none"> 1. Promoting energy efficiency by educating Illinois residents and the market actors who supply information to residents about the value of ENERGY STAR 2. Increasing market penetration of energy efficient technologies and lowering the average price-point of the more efficient products 3. Reducing Illinois residential utility bills through the use of more efficient products.
Program Description	Illinois residents can receive rebates for purchasing ENERGY STAR-qualified CFLs.
Incentives	\$2-3 rebate (mail-in or instant depending on the promotion) on purchase of ENERGY STAR-qualified CFLs; other various incentives and buy-downs on CFLs; \$20-25 rebates on ENERGY STAR-qualified torchieres, various rebates on ENERGY STAR-qualified ceiling fans with efficient lighting.
Field Support	Year-round training and visits to participating retailers throughout Illinois
Marketing	Varies per promotion, mainly in-store POP, press releases, retailer circulars and press-events, some paid advertising in newspapers and radios
Further Information	Wendy Jaehn 312-587-8390 ext. 13 wjaehn@mwalliance.org

Sponsor	*Wisconsin Department of Administration, Focus on Energy
ENERGY STAR Platform	Yes
Service Territory	2.2 million residential and small commercial customers in Wisconsin
Program Name	ENERGY STAR Lighting Program
Implementation	Portable Fixtures: July 1, 2004-June 30, 2005 Indoor Hardwired Fixtures July 1, 2004-June 30, 2005 Outdoor Hardwired Fixtures July 1, 2004-June 30, 2005
2004 Budget	Not supplied
Goals & Objectives	Increased electric system reliability and improved markets for energy efficient lighting products.
Program Description	Provide support for retail channels for the sales and promotion of ENERGY STAR lighting products through training, market materials (POP) and in-store technical support.
Incentives	CFLs: <ul style="list-style-type: none"> ▪ \$2 instant rebate for CFLs. Fixtures:

	<ul style="list-style-type: none"> ▪ \$20 mail-in rebate for portable fixtures. ▪ \$15 mail-in rebate for Indoor hardwired fixtures. ▪ \$15 mail-in rebate for outdoor fixtures.
Field Support	Field support (circuit riders) providing training and product labeling.
Marketing	Conducts a variety of outreach/PR events and activities including qualified CFL sales, radio interviews, and demonstration projects. Wisconsin provides co-op advertising to participating retail partners to promote rebates on qualified products.
Further Information	Mary Meunier 608-266-2758 mary.meunier@doa.state.wi.us

Sponsor	*Xcel Energy-Minnesota
ENERGY STAR Platform	Yes
Service Territory	1.2 million customers in Minnesota
Program Name	BudgetSmart: Bulb Recycling Program & CFL Incentives Energy Star Lighting Program
Implementation	Bulb Recycling and CFL Sales-year round Change-A-Light Promotion-October 1, 2004-November 31, 2004
2004 Budget	\$400,000
Goals & Objectives	Conserve energy and reduce customer energy bills.
Program Description	BudgetSmart from Xcel Energy allows customers to order CFLs directly from Xcel's website. The bulbs are offered at wholesale prices. Xcel Energy also participates in the national Change-A-Light promotion offering incentives on CFLs. In addition, Xcel Energy promotes the ENERGY STAR Lighting program, providing education and interactive tools to help residential consumers analyze their own energy use and discover ways of reducing their consumption. Rebates and incentives to recycle old bulbs also exist.
Incentives	Covers cost of recycling old bulbs at County Recycling Center or provides 50 cent coupons to recycle them at local hardware stores. \$2 instant rebate on CFLs through the Change-A-Light promotion
Field Support	-
Marketing	-
Further Information	Kim Sherman 612-337-2360 Kim.sherman@xcelenergy.com

Texas

Sponsor	*Austin Energy
ENERGY STAR Platform	Yes
Service Territory	800,000 customers

Program Name	ENERGY STAR Lighting Program
Implementation	January 1, 2004-October 31, 2004
2004 Budget	Not supplied
Goals & Objectives	<ul style="list-style-type: none"> ▪ Maintain low average energy bills for consumers. ▪ Promote efficiency and conservation
Program Description	Consumers receive instant coupon when the purchase CFLs.
Incentives	\$3 instant coupon for CFLs
Field Support	Austin Energy staffs tables in-stores, distributes CFL info, and displays a watt-meter and samples of products that could be purchased with the coupon.
Marketing	Tear off pads placed in-store near CFL displays and in-store signage. Austin participates in several community events and distributes free ENERGY STAR-qualified CFLs and instant CFL coupons and information. Austin has ongoing programs with food banks, health clinics, senior facilities, and UT Austin.
Further Information	Gilbert Rivera 512-974-3537 Gilbert.rivera@austinenergy.com

Northeast

Sponsor	*Long Island Power Authority (LIPA)
ENERGY STAR Platform	Yes
Service Territory	1 million residential customers in Long Island, NY
Program Name	Energy Star Lighting Program
Implementation	CFLs, Torchiere rebates are good January 1, 2004-December 31, 2004 Indoor fixtures, outdoor fixtures, ceiling fans, January 1, 2004-June 30, 2004
2004 Budget	Not supplied
Goals & Objectives	To preserve Long Island Natural Environment, help customers save money on their electric bills and conserve power.
Program Description	-
Incentives	Instant Coupons: <ul style="list-style-type: none"> ▪ \$2 for CFLs (per package) ▪ \$15 for indoor fixtures (6 fixtures per household) ▪ \$10 for outdoor fixtures (6 fixtures per household) ▪ \$20 for Torchieres ▪ \$15 for Ceiling Fan w/light kit ▪ \$15 pin based light kit.
Field Support	-
Marketing	-
Further Information	Maggie Ramos 631-436-4225 mramos@keyspanenergy.com

Sponsor	*Northeast Energy Efficiency Partnerships (NEEP)
ENERGY STAR Platform	Yes
Service Territory	Nine electric and efficiency utility service territories in MA, RI, CT, VT, NH and Long Island (NY) serving approximately 5.3 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 Regional ENERGY STAR Products Initiative
Implementation	On-going
2004 Budget	Not supplied
Goals & Objectives	<p>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. Specifically:</p> <ul style="list-style-type: none"> • Increase market share and sales volume of ENERGY STAR lighting • Increase the range and number of manufacturers and retailers promoting and selling ENERGY STAR lighting products. • Increase industry promotion of ENERGY STAR lighting. • Expand numbers and types of retailers carrying and promoting ENERGY STAR lighting products through regional joint product promotions. • Improve availability of new fixture designs using efficient lighting • Establish regional market share tracking mechanism <ul style="list-style-type: none"> ▪ Expand availability of ENERGY STAR fixtures for new construction
Program Description	The regional ENERGY STAR Residential Lighting initiative has built market acceptance and consumer awareness of high efficiency lighting including ENERGY STAR compact fluorescent lamps (CFLs), ceiling fans and lighting fixtures. Due to the integrated and combined marketing campaigns, retailer support activities and consumer rebates, retail sales of ENERGY STAR CFLs in the Northeast have more than doubled from 1998 to 2003, while rebate levels have been dramatically reduced.
Incentives	Available. Please visit www.neep.org or call for details.
Field Support	On-going
Marketing	On-going
Further Information	<p>Glenn Reed 781- 860-9177 ext. 19 greed@neep.org Subid Wagley 781- 860-9177 ext.15 swagley@neep.org</p>

Sponsor	NHSaves Sponsors: *Granite State Electric, New Hampshire Electric Cooperative, *Public Service of New Hampshire, *Unitil Energy Systems
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ENERGY STAR Platform	Yes
Service Territory	-
Program Name	ENERGY STAR Lighting Program
Implementation	January 1, 2004-December 31, 2004
2004 Budget	Not supplied
Goals & Objectives	-
Program Description	To educate consumers on efficient lighting and encourage the installation of energy efficient lighting products by offering special cash incentives.
Incentives	Instant rebate coupons redeemable at participating retailers: <ul style="list-style-type: none"> ▪ \$2 for CFLs (per package) ▪ \$15 for indoor hardwired fixtures ▪ \$10 for outdoor fixtures ▪ \$20 for torchieres ▪ \$15 ceiling fan with light kit ▪ \$15 pin based light kit
Field Support	-
Marketing	-
Further Information	Gary Elliot (program implementer) 800-491-1077 gary@appliedproactive.com

Sponsor	*Unitil (New Hampshire)
ENERGY STAR Platform	Yes
Service Territory	69,000 customers
Program Name	Home Energy Solutions Rebates for ENERGY STAR Lighting Products
Implementation	-
2004 Budget	Not supplied
Goals & Objectives	In promoting the ENERGY STAR programs Unitil aims to help <ul style="list-style-type: none"> -lower cost to consumers -increase economic productivity and efficiency -promote energy security -protect environment
Program Description	Home Energy Solutions offers up to \$4,000 in rebates to help customers improve the energy efficiency of their homes. Unitil conducts a home energy audit identifying areas in which efficiency can be improved and then provides information on which rebates individuals qualify for. Lighting options are included in rebates.
Incentives	Instant rebates: <ul style="list-style-type: none"> ▪ \$2 CFLs ▪ \$10 Exterior Light Fixtures ▪ \$15 Interior light fixtures ▪ \$20 toward torchiere (“up-light”) lamp

Field Support	-
Marketing	-
Further Information	Scott O'Loughlin 603-773-6454 oloughlin@unitil.com