

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.

ORGANIZATION	Alliant Energy-Interstate Power & Light Co.
Type	Utility
Territory	The utility serves 1.4 million customers in Iowa, Illinois, Minnesota and Wisconsin. However, the Lighting Rebates program is only effective in Iowa.
PROGRAM BACKGROUND	
Name	Lighting Rebates
Coordination	The program is coordinated statewide.
Year Established	2004
Target Audiences	The program targets residential and business electric customers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The program's budget is part of an overall budget for the residential prescriptive rebate program.
Goals and Objectives	The program has kWh and KW savings goals, which are part of overall goals and objectives for the residential prescriptive rebate program.
Contact	Kim King, Product Manager 318-786-7649 kimking@alliantenergy.com
Web Site	www.alliantenergy.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers a rebate of \$2 per CFL, with a minimum of five CFLs and a maximum of 10 CFLs per customer.
Training (upstream)	The program does not offer a training component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through Trade Account Managers, participating retailers, coop dollars available to participating retailers, direct mail, bill inserts, customer newsletters, print advertising, program brochures, and Alliant's energy efficiency hotline and website.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Austin Energy
Type	Utility
Territory	The utility serves 310,000 residential customers in a 421 sq. mi. service territory.
PROGRAM BACKGROUND	
Name	CFL Program
Coordination	The program partners locally and nationally with CFL retailers.
Year Established	2002
Target Audiences	The program has a downstream focus and serves all Austin Energy residential customers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual (Oct. 1 – Sept. 30)
Budget	The program budget is \$45,000.
Goals and Objectives	The program's objective is to provide money and energy savings for customers, as well as a cleaner environment. As of July 2005, the program had saved 0.21 MW, which is 209% of the program goal (0.10% peak demand reduction).
Contact	Gilbert Rivera 512-482-5337 gilbert.rivera@austinenergy.com
Web Site	www.austinenergy.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers a \$2 in-store CFL rebate. In addition, the program gives away four CFLs to customers that participate in Austin Energy's Home Performance with ENERGY STAR programs.
Training (upstream)	The program provides in-store training for managers and staff.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program uses the following marketing and outreach techniques: bill boards, bill inserts, publicity at community events, door hangers, television ads, National Night Out, direct mail, website, call center, and retail partnerships.
Past Performance	Past program evaluations are not available.

ORGANIZATION	BC Hydro
Type	Utility
Territory	The utility serves 1.4 million residential customers throughout the province of British Columbia, Canada.
PROGRAM BACKGROUND	
Name	Lighting Rebate Program (LRP)
Coordination	The program is coordinated with BC retailers, manufacturers and recycling companies.
Year Established	2005 (September – December). BC Hydro ran various province-wide CFL giveaway programs from 2002 – 2004 in order to introduce customers to CFL technology. The Fall Lighting Program, the pilot program for LRP, ran during Fall 2004.
Target Audiences	LRP focuses upstream and downstream. It aims to encourage manufacturers and retailers to stock the lighting products and it targets all residential customers who: <ul style="list-style-type: none"> ▪ own incandescent and halogen torchiere lamps, ▪ use outdoor and indoor holiday lighting, and ▪ have lighting sockets that can take CFLs.
Specification Reference	The program references ENERGY STAR specifications in its rebates. It also rebates CFLs approved by the BC Hydro Power Smart Program.
Budget Cycle	Annual
Budget	The program budget is \$3.6 million.
Goals and Objectives	The program aims to break down the key market barriers to greater adoption of efficient lighting technologies. BC Hydro's goal is to realize incremental annual DSM electricity savings of 13 GWh/yr in the first year. Other goals include stimulating the sale of : <ul style="list-style-type: none"> ▪ 28,000 CFLs between Sept – Dec 2005, ▪ 70,500 CFLs between Sept – Dec 2005, and ▪ 90,000 LED holiday lights, SLEDs, between Sept – Dec 2005.
Contact	Alicia Forrester 604-453-6387 alicia.forrester@bchydro.com
Web Site	www.bchydro.com/powersmart
PROGRAM COMPONENTS	
Cash Incentives	If a customer turns in an operating incandescent or halogen torchiere lamp at a specified retail event, they receive a \$30 instant rebate coupon towards the purchase of a CFL torchiere lamp. \$15 mail-in rebate coupons are also available (no turn-in necessary). If a customer turns in an operating seasonal light string at a specified

	<p>retail event, they receive a \$4 instant rebate coupon towards the purchase of a seasonal LED light string that retails for \$14.90 or more. \$3 mail-in rebate coupons are also available (no turn-in necessary).</p> <p>If a customer turns in either of the above products, they will also receive a \$4 instant rebate coupon towards the purchase of a CFL that retails for \$9.90 or more. \$3 mail-in rebate coupons are also available (no turn-in necessary).</p>
Training (upstream)	Presentations on the program and the products are offered to all the participating retailers.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Power Smart outreach teams will be holding in-store events with retailers throughout the province. At these events, customers will be able to turn in their lighting fixtures and receive high value rebate coupons in return. The events will be advertised in newspapers, on the radio, on TV, on the BC Hydro website, in bill inserts and IVR.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Bonneville Power Administration
Type	Federal agency
Territory	Bonneville Power Administration (BPA) covers six states and 9,000,000 customers.
PROGRAM BACKGROUND	
Name	Conservation Rate Discount Program
Coordination	The program is coordinated regionally with the Northwest Energy Efficiency Alliance, and in particular, supports their Savings with a Twist program. See the NW Alliance program summary for additional information.
Year Established	1996
Target Audiences	The program targets an upstream audience through the Alliance, but downstream through local utility programs.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The program budget is \$35 million, overall. There are no restrictions on lighting expenditures within that amount.
Goals and Objectives	The program's goal is to achieve overall energy savings within the region by offering reimbursement for its customer electric utilities that provide incentives for their consumers.
Contact	Ken Keating, Coordinator of Market Transformation 503-230-5857 kmkeating@bpa.gov
Web Site	www.bpa.gov
PROGRAM COMPONENTS	
Cash Incentives	No direct consumer incentives by BPA are offered through this program. BPA provides reimbursements to its customer utilities that provide incentives for ENERGY STAR CFLs and fixtures.
Training (upstream)	Training may be included, depending on program structure of the utilities that participate in the reimbursement program.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Marketing is left to the discretion of the utilities that participate in the reimbursement program.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Maine Public Utilities Commission
Type	State government
Territory	The Maine PUC serves over 900,000 customers in the State of Maine.
PROGRAM BACKGROUND	
Name	ENERGY STAR Residential Lighting Program
Coordination	The program is not formally coordinated with any others, but can be coordinated on specific issues.
Year Established	2003
Target Audiences	The program targets residential consumers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The current budget is \$1,200,000.
Goals and Objectives	The intent of the program is to encourage the buying public to purchase efficient lighting products through education on their benefits and by offering an incentive to purchase.
Contact	Richard Bacon, Program Manager 207-287-8349 richard.bacon@maine.com
Web Site	www.energycmaine.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers a \$2 rebate for CFLs and a \$12 rebate for fixtures in over 170 participating stores in Maine.
Training (upstream)	The program provides training to all participating store employees on the benefits of ENERGY STAR lighting.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program uses a mix of TV, radio, and newsprint ads, staffs home shows through Maine, and provides public speakers to all public and private organizations statewide. The program also provides lighting to Habitat for Humanity, CFLs to the Maine Cancer Foundation Run, and participates in other public events.
Past Performance	The Efficiency Maine web site has all program annual reports to the Maine Legislature.

ORGANIZATION	Idaho Power
Type	Utility
Territory	Idaho Power serves approximately 350,000 customers in Idaho.
PROGRAM BACKGROUND	
Name	Savings with a Twist
Program Coordination	The program is coordinated with the Northwest Energy Efficiency Alliance. See the NW Alliance program summary for additional information.
Year Established	2005
Target Audiences	The program's target audience is residential customers purchasing light bulbs.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Approx. 5 months (program duration)
Budget	The program's budget is approximately \$150,000.
Goals and Objectives	The program's two primary goals are to increase sales of CFLs and to garner energy savings of over 4.5 million kWh.
Contact	Annie Black, Program Specialist 208-388-2346 ablack@idahopower.com
Web Site	www.idahopower.com/energycenter/energyefficiency/yourhome
PROGRAM COMPONENTS	
Cash Incentives	The program's buy-down component reduces retail price of CFLs to \$0.99 - \$1.49.
Training (upstream)	The program does not offer a training component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through radio ads, PR (including radio and TV placements), website promotion, customer billing newsletter, etc.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Los Angeles Department of Water and Power						
Type	Utility						
Territory	LADWP serves 1.2 million residential customers in the City of Los Angeles, CA.						
PROGRAM BACKGROUND							
Name	Consumer Rebate Program						
Coordination	The Consumer Rebate Program is implemented solely by the utility. It covers rebates for appliances, lighting and HVAC.						
Year Established	2003						
Target Audiences	The program targets residential consumers in Los Angeles.						
Specification Reference	The program references ENERGY STAR specifications.						
Budget Cycle	Annual: Fiscal year (July 1 through June 30)						
Budget	The Consumer Rebate Program's budget (for lighting, appliances and HVAC) is \$1.5 million.						
Goals and Objectives	The Consumer Rebate's Program's savings goals (for lighting appliances and HVAC) are 1.4 GWh and 1.8 MW.						
Contact	Ed Petok, Senior Utility Conservation Representative 213-367-4939 ed.petok@ladwp.com						
Web Site	www.ladwp.com/crp						
PROGRAM COMPONENTS							
Cash Incentives	The Consumer Rebate Program offers the following lighting rebates: <table border="0" style="margin-left: 40px;"> <tr> <td>ENERGY STAR ceiling fan with CFL</td> <td style="text-align: right;">\$20</td> </tr> <tr> <td>ENERGY STAR hardwired fixture</td> <td style="text-align: right;">\$10</td> </tr> <tr> <td>ENERGY STAR torchiere</td> <td style="text-align: right;">\$10</td> </tr> </table>	ENERGY STAR ceiling fan with CFL	\$20	ENERGY STAR hardwired fixture	\$10	ENERGY STAR torchiere	\$10
ENERGY STAR ceiling fan with CFL	\$20						
ENERGY STAR hardwired fixture	\$10						
ENERGY STAR torchiere	\$10						
Training (upstream)	The program does not have a training component.						
PROGRAM MARKETING AND EVALUATION							
Marketing and Outreach Strategy	The program uses bill inserts, web promotion, LADWP Service Centers, and literature distributed at retail outlets.						
Past Performance	No formal past program evaluations are available.						

ORGANIZATION	Northeast ENERGY STAR Lighting Initiative
Type	Regional efficiency initiative
Territory	The territory includes CT, MA, RI, VT and Long Island, NY, with the exception of the service territory of municipal utilities within this region. The Initiative serves approximately 5.1 million residential customers.
PROGRAM BACKGROUND	
Name	Northeast ENERGY STAR Lighting Initiative
Coordination	<p>The Initiative represents joint and coordinated program activities of program administrators in:</p> <ul style="list-style-type: none"> ▪ CT: United Illuminating Company* and Connecticut Light and Power ▪ MA: Cape Light Compact, Massachusetts Electric, Nantucket Electric, NSTAR Electric, Unitil, and Western Massachusetts Electric ▪ NY: Long Island Power Authority ▪ RI: Narragansett Electric ▪ VT: Efficiency Vermont <p>Regional activities are facilitated through the Northeast Energy Efficiency Partnerships (NEEP).</p> <p>Lighting Initiative members also coordinate with other NEEP regional Lighting Initiative sponsors (NH utilities, Efficiency Maine, NYSEDA and the NJ Clean Energy Program) on regional and national activities such as strategic planning, product quality, ENERGY STAR specification revisions, etc.</p> <p>* A separate lighting program summary is included for United Illuminating Company.</p>
Year Established	1998
Target Audiences	The Initiative has strong upstream and downstream components, with an increasing amount of product sold through negotiated cooperative promotions with industry. Most Initiative members focus primarily, if not exclusively, on residential customers, though at least one member (EVT) also targets small commercial customers.
Specification Reference	Products must be ENERGY STAR qualified-CFLs, fixtures and ceiling fans, though not all members support all ENERGY STAR qualified lighting products with incentives, e.g., exterior fixtures.
Budget Cycle	Annual, though some members develop their budgets as part of a multi-year planning cycle.
Budget	The total program budget for 2005 is \$18.8 million.
Goals and Objectives	The overarching goal of the Initiative is to increase the stocking, promotion and sale of ENERGY STAR lighting products, though specific goals and objectives vary by member. Some member goals are at the program level, while others, particularly energy savings

	goals, are at the sector (residential) or organizational level.																		
Contact	<p>Mark Jackson: CT (UI), MA, and VT 508-460-1327 mjackson@aspensys.com</p> <p>Chris Walsh: CT (CL&P) 413-787-1939 ChrisW@AppliedProactive.com</p> <p>Tani Ensign Rivera: NY (LIPA) and RI 413-787-1939 tanie@appliedproactive.com</p>																		
Web Site	www.myenergystar.com																		
PROGRAM COMPONENTS																			
Cash Incentives	<p>Incentives for joint promotions with industry are negotiated. All incentives run through the end of 2005. The following in-store consumer rebates are offered by Initiative members:</p> <p>ENERGY STAR CFLs</p> <table border="0"> <tr> <td>CT</td> <td>\$2 off minimum retail price of \$3</td> </tr> <tr> <td>MA</td> <td>\$2</td> </tr> <tr> <td>NY (Long Island)</td> <td>\$1.50</td> </tr> <tr> <td>RI</td> <td>\$2</td> </tr> <tr> <td>VT</td> <td>\$2</td> </tr> </table> <p>ENERGY STAR Light Fixtures (interior and exterior)</p> <table border="0"> <tr> <td>MA</td> <td>\$10</td> </tr> <tr> <td>NY (Long Island)</td> <td>\$15</td> </tr> <tr> <td>RI</td> <td>\$10 interior, \$15 exterior</td> </tr> <tr> <td>VT</td> <td>\$15</td> </tr> </table>	CT	\$2 off minimum retail price of \$3	MA	\$2	NY (Long Island)	\$1.50	RI	\$2	VT	\$2	MA	\$10	NY (Long Island)	\$15	RI	\$10 interior, \$15 exterior	VT	\$15
CT	\$2 off minimum retail price of \$3																		
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NY (Long Island)	\$1.50																		
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VT	\$2																		
MA	\$10																		
NY (Long Island)	\$15																		
RI	\$10 interior, \$15 exterior																		
VT	\$15																		
Training (upstream)	Members' field implementation contractors play an active and on-going role in training sales staff at all retail lighting market channels.																		
PROGRAM MARKETING AND EVALUATION																			
Marketing and Outreach Strategy	A common marketing contractor develops and helps deploy regional marketing materials and campaigns that have a consistent "look and feel." Members use a combination of print, point-of-purchase, radio, and other media to reach consumers. Individual members supplement these coordinated marketing efforts to meet member-specific needs.																		
Past Performance	Nearly all evaluation activities are performed on a statewide, rather than regional, basis. These evaluations may be available at individual member websites or at state regulatory sites, but they have not been compiled in a single location.																		

ORGANIZATION	Northwest Energy Efficiency Alliance
Type	Regional efficiency program administrator
Territory	The Northwest Energy Efficiency Alliance (NW Alliance) territory covers Oregon, Washington, Idaho and Montana. The organization serves 11 million residential customers.
PROGRAM BACKGROUND	
Name	Savings with a Twist
Coordination	The program is coordinated regionally.
Year Established	1997
Target Audiences	The program targets residential consumers, primarily. It also works with retailers and, to a lesser extent, manufacturers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The current program budget is \$1 million.
Goals and Objectives	<p>The program's goals and objectives include the following:</p> <ul style="list-style-type: none"> ▪ 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 CFLs with new CFLs from 30% to 80% by 2010. ▪ Increase availability, selection, and affordability of lighting products in the region.
Contact	<p>Marci Sanders, Residential Sector Manager 503-827-8416 x 245 msanders@nwalliance.org</p>
Web Site	www.northwestenergystar.com
PROGRAM COMPONENTS	
Cash 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.
Training (upstream)	The program provides 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.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Marketing support is 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 increasing promotional efforts.
Past Performance	Program evaluations can be found at www.nwalliance.org/resources/evalreports.asp .

ORGANIZATION	New York State Energy Research and Development Authority
Type	New York State Public Authority, as well as State Energy Office
Territory	New York State Energy Research and Development Authority (NYSERDA) serves all of New York State. The program serves investor owned utility customers paying into the System Benefits Charge fund.
PROGRAM BACKGROUND	
Name	New York Energy \$martSM Products Program
Coordination	The program is coordinated on some aspects with Long Island Power Authority and the New York Power Authority on statewide initiatives, particularly for Change A Light, Change the World. It is also coordinated with other NYSERDA residential whole-building (in particular, residential new construction for fixtures), small commercial and R&D programs.
Year Established	1999. Lighting has been a stronger focus since 2003.
Target Audiences	Incentives are targeted primarily to midstream and upstream audiences. The program marketing campaign targets residential consumers.
Specification Reference	The program references ENERGY STAR specifications
Budget Cycle	Multi-year
Budget	The eight-year budget, which includes program implementation, incentives, and coordination for appliances, lighting and other home products is \$36 million.
Goals and Objectives	The program's goal is to increase consumer demand for, availability, and sales of, ENERGY STAR appliances, lighting, and other home products.
Contact	Karen Villeneuve, Program Manager 518-862-1090 x 3275 kev@nyserda.org
Web Site	www.GetEnergySmart.org
PROGRAM COMPONENTS	
Cash Incentives	The program offers incentives to retail and manufacturer partners for co-op advertising and special promotions.
Training (upstream)	The program offers formal and informal training of retail sales staff by field representatives on ENERGY STAR products, their benefits, and sales hooks. A training video and handbook are provided.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program's marketing and outreach techniques include 1) a statewide multi-media campaign on ENERGY STAR, 2) direct consumer education through print, events, seminars, etc, 3) point-of-purchase materials for retail partners, and 4) program field representatives that provide in-store and event support.
Past Performance	An extensive program evaluation is available at www.nyserda.org/Energy_Information/SBC/sbcmay05section6.pdf .

ORGANIZATION	Seattle City Light
Type	Municipally-owned utility
Territory	Seattle City Light (SCL) serves 380,000 customers in a 131 square mile service territory.
PROGRAM BACKGROUND	
Name	Multifamily Common Area Lighting Program (MFCAL)
Coordination	The program is not coordinated with any others.
Year Established	1993
Target Audiences	The program targets residential customers that own apartment buildings with five or more units.
Specification Reference	The program references Lighting Design Lab and SCL specifications.
Budget Cycle	Annual
Budget	The program budget (for incentives only) is \$210,000.
Goals and Objectives	The goals for the 2005 calendar year are to serve 3000 units and to save 1.5 million kWh
Contact	Eugenia Morita, Field Supervisor 206-684-4280 Eugenia.Morita@Seattle.Gov
Web Site	www.seattle.gov/light/conserves/resident/cv5_mfl.htm
PROGRAM COMPONENTS	
Cash Incentives	The program offers cash rebates of up to 70% for common area lighting upgrades. These qualified fixtures can be installed by any licensed electrician.
Training (upstream)	The program provides the SCL policy and procedures manual for installers.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through direct mail, contractor breakfasts, newspaper ads, trade shows, direct contact, trade publication articles, and bill stuffer articles.
Past Performance	For past program evaluations, contact Glenn Atwood at 206-684-3763.

ORGANIZATION	San Diego Gas and Electric
Type	Utility
Territory	The utility serves approximately 1.3 million customers in San Diego and Southern Orange Counties.
PROGRAM BACKGROUND	
Name	Residential Upstream Lighting Program
Coordination	The program is coordinated statewide with PG&E and SCE.
Year Established	1999
Target Audiences	The program has an upstream focus.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Multi-year
Budget	The current two-year program budget is \$7.5 million.
Goals and Objectives	The program has kWh and KW savings goals.
Contact	Mark Jensen, Program Manager 858-636-6811 majensen@semprautilities.com
Web Site	www.sdge.com
PROGRAM COMPONENTS	
Cash Incentives	The program provides monetary incentives to manufactures for a range of products in order to reduce costs for retailers and consumers.
Training (upstream)	The program does not incorporate a training component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through manufacturer and retailer promotions.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Sacramento Municipal Utility District
Type	Municipally-owned electric utility
Territory	Sacramento Municipal Utility District (SMUD) serves approximately 508,000 residential customers in Sacramento County, CA.
PROGRAM BACKGROUND	
Name	Residential ENERGY STAR Lighting Program
Coordination	Some program aspects are coordinated with other CA electric utilities.
Year Established	1995 (approx.). Various components have been added, modified, or deleted in intervening years.
Target Audiences	The program targets residential customers and retailers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Calendar year
Budget	The program budget is \$2.22 million, including \$1.59 million in incentives and co-op marketing.
Goals and Objectives	The program's goals are: <ul style="list-style-type: none"> ▪ to save 32.3 GWh/year, ▪ to save 4.9 MW in summer peak-load, ▪ to provide incentives for 782,000 CFLs, and ▪ to provide incentives for 6,100 fixtures.
Contact	Rick Kallett, Principle Demand Side Specialist 916-732-5477 rkallett@smud.org Carol Novak, Contract Services Supervisor 916-732-5443 cnovak@smud.org
Web Site	www.smud.org/residential/saving/rebate
PROGRAM COMPONENTS	
Cash Incentives	The program offers manufacturer buy-downs of \$1-3 per CFL and \$5-10 per fixture. It also offers a consumer rebate of \$20 per ceiling fan.
Training (upstream)	SMUD field staff trains and maintains close contact with retailers to sustain their support of the program.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through the utility-bill package, retailer education, point-of-purchase materials, print ads, the website, PR/news, community events/trade shows. SMUD also provides incentives (through a co-op marketing fund) for participating manufacturers and/or retailers. SMUD field staff monitors product availability, display, and point-of-purchase in retail stores.
Past Performance	Past program evaluations are not yet available.

ORGANIZATION	Salt River Project Power District
Type	Municipally-owned electric utility
Territory	The Salt River Project (SRP) Power District's service territory covers the Phoenix, AZ metropolitan area. It serves 825,000 electric customers.
PROGRAM BACKGROUND	
Name	SRP PowerWise™
Coordination	The program is coordinated internally by SRP and is implemented through partnerships with retailers and manufacturers.
Year Established	2005
Target Audiences	The target audience includes all residential and commercial customers.
Specification Reference	The program references ENERGY STAR specifications and will reference other technical sources such as CEE.
Budget Cycle	Annual: May to April (SRP's fiscal year)
Budget	Budget information is not available.
Goals and Objectives	<p>The program covers education on purchasing CFLs, and promotes ENERGY STAR-qualified products in both screw-in and pin forms. The program's goals include:</p> <ul style="list-style-type: none"> ▪ to increase awareness, knowledge, and implementation of energy efficiency activities, ▪ to increase energy efficiency as a purchasing criteria, and ▪ to increase purchases of ENERGY STAR-qualified products.
Contact	Linda Crafton, Program Manager 602-236-5907
Web Site	www.srpnet.com/energy/powerwise
PROGRAM COMPONENTS	
Cash Incentives	The program does not offer cash incentives.
Training (upstream)	The program offers training for the sales force of partner retailers. Training is also being developed for commercial contractors.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program uses monthly bill inserts, website, direct mail, print ads and events (including those at retailer locations) to market the program.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Southern California Edison								
Type	Utility								
Territory	Southern California Edison (SCE) provides service to 13 million people in 430 cities and communities in 50,000 square miles of service area, encompassing 11 counties in central, coastal and Southern California.								
Program Background									
Name	Residential Lighting Incentive Program								
Coordination	The program is coordinated statewide with other California utilities, namely SDG&E and PG&E.								
Year Established	1991. The program has evolved over time.								
Target Audiences	The program targets both upstream and downstream audiences.								
Specification Reference	The program references the ENERGY STAR specification, as well as the Change a Light and Flex Your Power programs.								
Budget Cycle	Annual								
Budget	The budget for 2005 is \$9,400,000.								
Goals and Objectives	<p>The program is planned during a six to nine month process that takes place the year before a program's funding cycle. Initial program funding and allocation are then determined, primarily in the early weeks of the program. Goals can fluctuate over a program cycle. The current 2005 program goals are:</p> <ul style="list-style-type: none"> ▪ 237,960,954 kWh energy savings ▪ 35,371 KW peak demand reduction ▪ 15% or more of incentives to go to rural, hard-to-reach areas ▪ 10% or more of incentives to go to grocery or drug locations (the residential program has some overlap with small commercial) 								
Contact	Richard Greenburg, Program Manager 626-302-8735 richard.greenburg@sce.com								
Web Site	www.sce.com								
PROGRAM COMPONENTS									
Cash Incentives	<p>The program offers the following incentives for screw-in CFLs:</p> <table border="0"> <tr> <td>450 – 799 lumens</td> <td>\$1</td> </tr> <tr> <td>800 – 1099 lumens</td> <td>\$1.50</td> </tr> <tr> <td>1100 – 2599 lumens</td> <td>\$2</td> </tr> <tr> <td>Above 2600 lumens</td> <td>\$2.50</td> </tr> </table>	450 – 799 lumens	\$1	800 – 1099 lumens	\$1.50	1100 – 2599 lumens	\$2	Above 2600 lumens	\$2.50
450 – 799 lumens	\$1								
800 – 1099 lumens	\$1.50								
1100 – 2599 lumens	\$2								
Above 2600 lumens	\$2.50								
Training (upstream)	The program very detailed written instruction, rules and requirements, FAQ sheets, and instructions for filling out and submitting rebate forms to retailers. The program also holds an orientation-type session at all								

	ENERGY STAR lighting partner meetings, and informs and trains many manufacturers at these sessions.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program's primary outreach strategy is the point-of-sale discount to customers.
Program Past Performance	The program's <i>Evaluation of 2002 Statewide Crosscutting Residential Lighting Program Final Report</i> , published in October 2003, is available by contacting Shahana Samiullah at SCE at shahana.samiullah@sce.com or 626-302-8293.

ORGANIZATION	Tacoma Power
Type	Municipally-owned electric utility
Territory	The utility serves 145,000 residential customers in Pierce County, WA.
PROGRAM BACKGROUND	
Name	ENERGY STAR Lighting Fixture Program
Coordination	The program is coordinated with Puget Sound Energy, Seattle City Light and Snohomish County PUD.
Year Established	2004
Target Audiences	The program targets new construction contractors and residential customers who are remodeling their homes.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Multi-year
Budget	The current budget is \$45,000, but the program has plans for additional funding.
Goals and Objectives	The program's goal is greater acceptance of energy-efficient hard-wired residential lighting fixtures.
Contact	Hollis Tamura 253-502-8643 htamura@cityoftacoma.org Veronica Kulman 253-502-8175 vkulman@cityoftacoma.org
Web Site	www.tacomapower.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers a \$20 instant rebate for ENERGY STAR lighting fixtures at five local lighting distributors/showrooms.
Training (upstream)	The program offers training to lighting showroom staff.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through 1) promotional materials distributed at distributors/showrooms and the utility lobby 2) promotional events, 3) ads in builder and remodeler magazines, and 4) through displays at community events and trade shows.
Past Performance	Past program evaluations are not available.

ORGANIZATION	United Illuminating Company
Type	Utility
Territory	The utility serves 300,000 residential customers in Greater New Haven and Fairfield Counties, CT.
PROGRAM BACKGROUND	
Name	ENERGY STAR Lighting Program
Coordination	The program is coordinated regionally with the Northeast Energy Efficiency Partnerships (NEEP). See the NEEP Appliance and Lighting Working Group summary for further information.
Year Established	1998
Target Audiences	The program focuses on residential customers with the use of lighting manufacturer agreements.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual (calendar year)
Budget	The current lighting program budget is \$1,093,385.
Goals and Objectives	<p>The overall goal of the program is to create and sustain positive changes in the residential lighting market. It aims to increase availability, consumer acceptance, and use of ENERGY STAR qualified hard-wired and screw-based lighting technologies. Specific program objectives include:</p> <ul style="list-style-type: none"> ▪ to increase market share and sales volume of ENERGY STAR lighting, ▪ to increase the range and number of manufacturers and retailers promoting and selling ENERGY STAR products, ▪ to increase industry promotion of ENERGY STAR lighting, and ▪ to improve availability of new fixture designs using efficient lighting.
Contact	Sean Keeney, Marketing Program Administrator 203-499-3868 sean.keeney@uinet.com
Web Site	www.uinet.com/your_home/estar_prod.asp
PROGRAM COMPONENTS	
Cash Incentives	The program offers instant rebate coupons redeemable at participating retailers of \$2 for CFLs (per package) and \$10 for indoor fixtures.
Training (upstream)	Field representatives train retail employees on the benefits of ENERGY STAR and "second sticker pricing." (This encompasses both first-cost and life-cycle cost, as well as non-monetary greenhouse gas emission savings.)
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Multiple marketing channels are used to contact residential customers, including in-store point-of-purchase, bill stuffers, radio and print media, website, and home shows.
Past Performance	For program evaluations, contact Paul Gray at paul.gray@uinet.com .

ORGANIZATION	Wisconsin Department of Administration, Focus on Energy
Type	Statewide energy efficiency program, public benefits
Territory	Focus on Energy serves 2.2 Million residential and commercial customers in Wisconsin.
PROGRAM BACKGROUND	
Name	ENERGY STAR Lighting Program
Coordination	The program is coordinated with regional efficiency programs and cross-coordinated with other Focus on Energy programs.
Year Established	2001
Target Audiences	The program targets all Business and residential consumers in the state of Wisconsin.
Specification Reference	The program references the ENERGY STAR specification for eligibility in the program.
Budget Cycle	Annual (Fiscal year, July 1 – June 30)
Budget	The program is \$5.02 million, shared between the ENERGY STAR appliance and lighting program (not split by technology type).
Goals and Objectives	<p>The program's objective is to provide support for retail channels for the sales and promotion of ENERGY STAR products through training, marketing materials (point-of-purchase), in-store technical support, consumer outreach and PR. Program goals include:</p> <ul style="list-style-type: none"> ▪ Increasing market penetration of energy-efficient technologies ▪ Increasing consumer awareness for ENERGY STAR products ▪ Increasing electric system reliability ▪ Improving markets for energy efficient lighting products ▪ Reducing Wisconsin residential utility bills through the use of energy efficient products
Contact	Sara Van De Grift, Wisconsin Energy Conservation Corporation 608-249-9322x160 sarav@weccusa.org
Website	www.focusonenergy.com
PROGRAM COMPONENTS	
Cash Incentives	<p>The program offers the following incentives:</p> <ul style="list-style-type: none"> \$2 instant and mail-in rebates for CFLs \$15 instant and mail-in rebates for fixtures \$20 instant rebates for torchieres
Training (upstream)	Circuit riders provide field support in the form of trainings and product labeling.

PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program conducts a variety of outreach/PR events and activities including special promotions and sales, radio and newspaper advertising, fairs and other public demonstration projects.
Past Performance	Past program evaluations can be found at www.focusonenergy.com/portal.jsp?pagelid=2 .