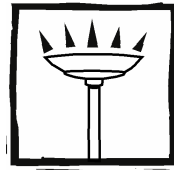
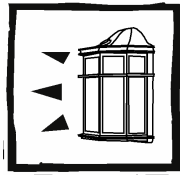


Residential Lighting Programs National Summary



September 2006

**Prepared By:
Consortium for Energy Efficiency
(617) 589-3949
www.CEE1.org**

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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 Eileen Eaton, CEE, (617) 589-3949 ext. 203 or EEaton@CEE1.org.

ORGANIZATION	Alliant Energy – Interstate Power & Light Co.
Type	Utility
Service Territory	The utility serves 1,221,288 (849,845 electric and 371,443 gas) residential customers in Iowa, Minnesota & Wisconsin. However, the Lighting Rebates program is only effective in Iowa.
PROGRAM BACKGROUND	
Budget	The program’s budget is part of an overall budget for the residential prescriptive rebate program.
Goals and Objectives	Lighting is one component of our prescriptive rebate program (including HVAC, insulation, etc.), and the goals are not broken down by technology.
General Plans for 2007	The utility is unable to share their plans at this time.
Contact	Lisa Pucelik, Residential DSM Product Manager 318-786-4283 lisapucelik@alliantenergy.com
Web Site	www.alliantenergy.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through \$2 per bulb mail-in rebates available throughout the year and instant rebates available in the fall via the Change a Light, Change a World promotion. The program targets primarily consumers, however it works with a network of trade allies (hardware stores, etc.) who are also educated on this and all residential programs.
Fixtures	The program includes fixtures, which are promoted through \$20 rebate for ENERGY STAR-qualified models. The program targets primarily consumers, however it works with a network of trade allies (hardware stores, etc.) who are also educated on this and all residential programs.
Solid State Lighting	The program doesn’t include solid state lighting.

ORGANIZATION	BC Hydro
Type	Utility
Service Territory	The utility serves 1.5 million residential customers across British Columbia.
PROGRAM BACKGROUND	
Budget	The program's budget is approximately \$4 million.
Goals and Objectives	The utility is currently working on the program goals and so details are not yet available, but the goals will be broken out into kWh saved and number of rebates.
General Plans for 2007	BC Hydro is still developing plans for 2006 – 2007 but will likely be an extension of 2006 with some modifications.
Contact	Alicia Forrester, Program Manager 604-453-6387 Alicia.Forrester@bchydro.bc.ca
Web Site	www.bchydro.com
PROGRAM COMPONENTS	
CFLs	The ENERGY STAR Lighting Campaign includes CFLs, which are promoted through both incentives and education. BC Hydro is holding events with participating retailers, which are hosted by Power Smart representatives that have been hired and trained by BC Hydro. Customers who visit the Power Smart booth receive \$3 instant coupons for qualifying ENERGY STAR CFLs that can be redeemed only at that retailer and only on that specific day. Customers are also educated about the benefits of CFLs. Over 250 retail store events are planned between September and December 2006. The campaign is promoted in community newspapers, radio remotes, bill inserts, online advertising, TV sponsorships, in-store point of sale material and by Power Smart staff in retail stores.
Fixtures	BC Hydro is also running a fixtures pilot program under the ENERGY STAR Lighting Campaign. The program offers customers instant coupons at in-store events. These retail events are held at big box retailers and lighting showrooms, and are hosted by Power Smart representatives. During these events, customers are given instant \$25 discount coupons for ENERGY STAR-qualified fixtures (good for a minimum purchase of \$45). These coupons can only be used at the partner retailer on the day of the event. On days that Power Smart representatives are not in the stores, there will be \$15 coupons off ENERGY STAR-fixtures (with a minimum purchase of \$45). These instant coupons will be displayed on shelves in the store. Retailer and manufacturer partners contribute funding for the coupons, which was necessary for them to be part of our program. Retail partners also agreed to carry at least 3 different fixture types, from a list of 7 developed by BC Hydro. These are: floor lamps, ceiling fans w/ lights, table lamps, ceiling flush mounts, wall sconces, suspended and outdoor. The campaign is promoted in community newspapers, radio remotes, a bill insert that will go to all customers, online advertising, TV sponsorship, in-store point of sale material and Power Smart staff in retail stores. The program will launch the last week of September, running for 10 weeks, and then run again in the spring for 10 weeks.
Solid State Lighting	The solid state lighting portion of the program includes holiday lights. The program targets consumers and promotes solid state lighting through education only.

ORGANIZATION	Bonneville Power Administration
Type	Federal agency
Service Territory	Bonneville Power Administration supplies power to 130 retail utilities and serves 4.8 million consumers in Idaho, Oregon, Montana, Washington, and parts of Wyoming, Nevada, and California.
PROGRAM BACKGROUND	
Budget	The budget is not limited in advance and usually goes as high as \$10 million.
Goals and Objectives	The overall goal is about 8 GWH of new savings each year.
General Plans for 2007	Bonneville Power Administration may do a “Big Box” promotion of screw-based reflectors, induction lamps, and dimmable lamps, in addition to a manufacturer buy-down for rural areas for standard CFLs.
Contact	Ken Keating, Coordinator of Market Transformation 503-230-5857 kmkeating@bpa.gov
Web Site	www.bpa.gov
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted mostly through per socket incentives. BPA pays/reimburses retail utilities \$2.50/socket and \$4/socket for hard to reach and special opportunities. The rebates are set in advance, regardless of whether the local utility pays the consumer more or less than BPA’s reimbursement. The local utilities design their own programs and promotion to consumers. BPA issues RFPs and works with Northwest Energy Efficiency Alliance programs like Savings With A Twist (SWAT), which is partnered with manufacturers and retailers. BPA is planning a big box effort to promote high temperature reflector CFL/PAR lamps that will also be partnered with retailers and manufacturers. BPA no longer promotes CFLs through special campaigns; the market has developed enough in the Northwest to allow a change in focus.
Fixtures	The program includes fixtures, in so far as they contain sockets for general residential applications. Hardwired fixtures are allowed in multi-family common areas at higher incentive levels. Fixtures are promoted mostly through the Northwest Energy Efficiency Alliance and the Puget Sound utilities. These programs are targeted toward builders, retailers, and designers.
Solid State Lighting	The program includes solid state lighting, but only in the form of exit signs.

ORGANIZATION	Cape Light Compact
Type	Regional efficiency program administrator
Service Territory	Cape Light Compact serves 158,000 residential customers in Cape Cod and Martha's Vineyard, MA.
PROGRAM BACKGROUND	
Budget	The budget is \$192,800 for field outreach, marketing, and incentives.
Goals and Objectives	The program goal is approximately 600,000 kWh savings.
General Plans for 2007	At this time, Cape Light Compact has not yet set plans for 2007, but it is considering expanding to commercial and industrial screw-in applications.
Contact	Margaret Song, Residential and Marketing Coordinator 508-375-6843 msong@cape.com
Web Site	www.capelightcompact.org
PROGRAM COMPONENTS	
CFLs	The program includes all ENERGY STAR-qualified CFLs, which are promoted through education, coupons (\$2 per bulb), select new construction programs (\$1.40 or more depending on wattage and style), and school fundraisers (CLC pays 100% of the cost for the school fundraiser). The program targets consumers, retailers, and manufacturers.
Fixtures	The program includes ENERGY STAR-qualified fixtures, which are promoted through education, coupons (\$10 for exterior, \$15 for interior), and proposed negotiated cooperative promotions (not finalized yet). The program targets consumers, retailers, and manufacturers.
Solid State Lighting	The program includes LED holiday lights, nightlights, and lamps through select events, which are promoted through education and targeted toward consumers.

ORGANIZATION	Connecticut Light and Power
Type	Utility
Service Territory	The utility serves approximately 1.1 million customers in the state of Connecticut.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$5 million.
Goals and Objectives	The savings goals are measured in kWh and kW.
General Plans for 2007	The utility has issued a request for proposals for developing a New Construction Program.
Contact	Lisa Bodin, Applied Proactive Technologies, Inc. 877-366-3749 lisap@appliedproactive.com
Web Site	www.cl-p.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through retail incentives, special events and mail order promotions, as well as education and POP. Connecticut Light and Power works with retailers to provide rebates that encourage customers to buy energy efficient lighting products. The promotion and education of ENERGY STAR lighting products is directed at residential customers and retailers.
Fixtures	The program includes fixtures, which are promoted through retail incentives, special events, and mail order promotions, as well as education and POP. Connecticut Light and Power works with retailers to provide rebates that encourage customers to buy energy-efficient lighting products. The promotion and education of ENERGY STAR lighting products is directed at residential customers and retailers.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	Efficiency Maine
Type	State government
Service Territory	Efficiency Maine serves 900,000 residential customers in the state of Maine.
PROGRAM BACKGROUND	
Budget	Approximately \$2 million is spent annually for the lighting program.
Goals and Objectives	The overall goals of the lighting program are to transform the market to one that uses efficient lighting and to educate citizens about the benefits of electrical efficiency.
General Plans for 2007	The program for 2007 will most likely offer a slightly lower incentive budget with heavier marketing of features and benefits.
Contact	Richard Bacon, Program Manager 207-287-8349 richard.bacon@maine.gov
Web Site	www.energymaine.com
PROGRAM COMPONENTS	
CFLs	The CFL Program enlists the participation of manufacturers and retailers, working closely with them to encourage production and sale of energy-efficient lighting products to consumers. The program offers a \$2 instant rebate on ENERGY STAR-qualified compact fluorescent bulbs (CFLs). Participating retailers deduct the rebate from the customer's bill at the store, and Efficiency Maine then reimburses the retailer.
Fixtures	The Fixture Program also includes a focus on working closely with manufacturers and lighting retailers to encourage them to produce and sell energy-efficient lighting products to the residents of Maine. The program offers \$12 off ENERGY STAR-qualified outdoor CFL hard-wired fixtures, indoor hard-wired fixtures, table lamps, floor lamps, torchieres and hardwired ceiling fans with integrated light kits. Participating retailers deduct the rebate from the customer's bill at the store, and Efficiency Maine reimburses the retailer.
Solid State Lighting	The program includes promotion of holiday lights through marketing and incentives that are targeted toward consumers.

ORGANIZATION	Efficiency Vermont
Type	Efficiency utility
Service Territory	Efficiency Vermont serves approximately 280,000 residential customers in the state of Vermont.
PROGRAM BACKGROUND	
Budget	The program budget is approximately \$800,000 in lighting incentives.
Goals and Objectives	The program goal is to impact the sale of approximately 360,000 ENERGY STAR CFL lighting products, and to save 26,200,000 kWh in 2006.
General Plans for 2007	In Vermont, there is considerable public awareness and concern about climate change, and knowledge that people's behavior can have a significant impact on the environment. Efficiency Vermont is fielding many requests from communities, groups, and individuals for help in addressing these issues. One of the most frequent requests is for assistance in facilitating a Community CFL Lighting Event. Efficiency Vermont is interested in partnering on more of these events in both 2006 and 2007.
Contact	Michael Russom, Retail Efficient Products Manager 802-860-4095 ext. 1099 mrussom@veic.org
Web Site	www.encyciencyvermont.com
PROGRAM COMPONENTS	
CFLs	Efficiency Vermont's CFL promotions are accomplished through incentives (instant coupons at point of purchase, and negotiated cooperative promotions), as well as education via home shows, retail lighting events, and community lighting events. Efficiency Vermont takes a market based approach in efficient products promotions. While the consumer is the primary target, Efficiency Vermont expends considerable resources on outreach to both retailer and manufacturer partners.
Fixtures	Efficiency Vermont's approach for fixtures is very similar to the approach for CFLs. Unfortunately, this approach has not yielded the same results as CFL efforts have. This lack of success is impacting not only the efficient products program, but also its residential new construction and existing homes programs. One market channel where Efficiency Vermont has experienced limited success is with the lighting showrooms.
Solid State Lighting	The program does not include solid state lighting at this time. Efficiency Vermont would like to expand its services to include LED's, but needs a way to help differentiate these products from products of baseline energy efficiency.

ORGANIZATION	Energy Trust of Oregon
Type	Statewide efficiency program administrator
Service Territory	Energy Trust serves 1.3 million customers throughout the state of Oregon.
PROGRAM BACKGROUND	
Budget	The program budget is \$65,000.
Goals and Objectives	Energy Trust is participating in the 2006 Savings with a Twist promotion sponsored by the Northwest Energy Efficiency Alliance, which has an overall goal of 12 million kWh savings.
General Plans for 2007	The plans for 2007 are under development.
Contact	Kendall Youngblood, Residential Sector Manger 503-445-7622 kendall.youngblood@energytrust.org
Web Site	www.energytrust.org
PROGRAM COMPONENTS	
CFLs	The Savings with a Twist (SWAT) promotion provides discounted CFLs for retailers who do not typically carry CFLs or who carry only high-priced CFLs. SWAT promotes CFLs through marketing and outreach to consumers. The program works with manufacturers and retailers to secure inventory and to coordinate point-of-purchase advertisements, while also providing marketing that targets the end consumer.
Fixtures	Energy Trust is not providing incentives for fixtures in 2006.
Solid State Lighting	Energy Trust is not providing incentives for solid state lighting in 2006.

ORGANIZATION	Hydro-Québec
Type	Utility
Service Territory	Hydro-Québec serves over 3 million customers in Quebec province, Canada and is the largest energy distributor in Canada.
PROGRAM BACKGROUND	
Budget	The budget is \$3.5 million USD for the consumers program only.
Goals and Objectives	Hydro-Québec has goal of 30 GWh saved for 2006.
General Plans for 2007	Hydro-Québec will continue support ENERGY STAR lighting products, including more ENERGY STAR fixtures since these specifications will be implemented in Canada in 2007.
Contact	J.D. Gagné 514-879-4100 gagne.jean-daniel@hydro.qc.ca
Web Site	www.hydroquebec.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through incentives, education, and advertising. Hydro-Québec provides a \$5 mail-in rebate for every \$10 CFL purchase (twist or incandescent shape) up to a max of \$50 of purchase. Consumer education is provided through TV advertising and home shows with a kiosk and light panel. The mail-in rebates are advertised in newspapers and on the radio, while store pamphlets are used to promote CFL exchange. Hydro-Québec funds 98% of the program and works with both retailers and manufacturers, though more heavily with retailers. Hydro-Québec has advertising pieces that they offer to stores. For certain parts of the campaign, Hydro-Québec issues RFPs; they also invite partners to recommend projects that they could fund.
Fixtures	For the first time, the 2006 program includes torchieres. These are promoted through incentives, education, and events, which are targeted toward consumers. Hydro-Québec is considering other special activities related to torchieres, though these will not be implemented until next fall.
Solid State Lighting	The program includes solid state lighting, mainly LED seasonal lighting for residential applications, and exit signs for commercial applications. LEDs are promoted through education and targeted at customers.

ORGANIZATION	Long Island Power Authority (LIPA)
Type	Utility
Service Territory	LIPA serves over 900,000 residential customers in Long Island and the Rockaway's – with the exception of Rockville Center, Freeport and Greenport.
PROGRAM BACKGROUND	
Budget	LIPA's total budget is approximately \$3 million (lighting & appliances).
Goals and Objectives	Participation Goal: 600,000 CFLs, 15,000 fixtures, and 5,000 LED holiday lights Savings Goal: 34,969 MWh and 2.539 MW Lighting Retailer Goal: 182 participating retailers, with 152 carrying coupons only and 30 participating in joint promotions
General Plans for 2007	No plans are available yet.
Contact	Stacey Wagner, Program Manager (631) 436-5765 swagner@service.lipower.org
Web Site	www.lipower.org
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through incentives and education. A \$1.50 instant coupon is available on all CFL bulb packages until 12/31/06. This year LIPA is also offering two short-term promotions of \$1 off per bulb in CFL multi-bulb packages (one in spring and one in fall).. The program is fully funded by LIPA. No RFPs were issued; the LIPA coupons are available at all LIPA ENERGY STAR retail partners that carry ENERGY STAR qualified CFLs. LIPA partners with specific manufacturers where appropriate; the CFLs are discounted via either a markdown or instant paper coupon. LIPA markets ENERGY STAR qualified CFLs by utilizing Point of Purchase materials and in-store promotions, as well as retailer cooperative advertising.
Fixtures	The program includes fixtures, which are promoted through incentives and education, targeting consumers, retailers, and manufacturers. A \$10 instant coupon is available on all ENERGY STAR qualified fixtures, and a \$15 instant coupon is available on all ENERGY STAR qualified ceiling fans with pin-based light kits, until 12/31/06. The program is fully funded by LIPA. No RFPs were issued; the LIPA coupons are available at all LIPA ENERGY STAR retail partners that carry ENERGY STAR qualified fixtures and ceiling fans with light kits. LIPA markets ENERGY STAR qualified fixtures and ceiling fans with light kits by utilizing Point of Purchase materials and in-store promotions, as well as retailer cooperative advertising.
Solid State Lighting	The program includes LED holiday lights only, which are promoted through incentives and education. This year LIPA is offering a \$2 mail-in rebate for LED holiday light packages purchased between 10/1/06-12/31/06. LIPA will market the LED holiday lights utilizing Point of Purchase materials and the LIPA Web site www.lipower.org/cei .

ORGANIZATION	Los Angeles Department of Water and Power
Type	Utility
Service Territory	The utility serves 1.3 million customers in Los Angeles, CA.
PROGRAM BACKGROUND	
Budget	The residential program budget is \$3.4 million.
Goals and Objectives	The overall goal for residential savings is 78.9 GWH.
General Plans for 2007	Plans for 2007 are not available at this time.
Contact	Ed Petok, Senior Utility Conservation Representative 213-367-4939 ed.petok@ladwp.com
Web Site	www.ladwp.com
PROGRAM COMPONENTS	
CFLs	The program promotes CFLs through giveaways, distributing free energy-efficient CFLs to residential and small business customers in order to raise customer awareness of this cost-effective technology. Upon completion of the current CFL distribution campaign, LADWP is proposing a comprehensive second-phase effort using partnerships with area retailers. It is expected that either a coupon or “at-register” buy-down strategy will encourage LADWP customers to purchase and experience the energy-saving benefits of CFLs.
Fixtures	The residential program doesn’t include light fixtures.
Solid State Lighting	The program includes LED exit signs, which are promoted through internet advertising that is targeted toward consumers.

ORGANIZATION	Minnesota Department of Commerce, State Energy Office
Type	State government
Service Territory	The Minnesota Department of Commerce approves DSM programs for Minnesota regulated utilities.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$10,000.
Goals and Objectives	The goal of the program is to have 6,248 CFLs rebated in Minnesota.
General Plans for 2007	There are no plans yet.
Contact	Bruce Nelson, Energy Efficiency Technologies & Programs 651-297-2313 bruce.nelson@state.mn.us
Web Site	www.state.mn.us
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through the Midwest Energy Efficiency Alliance (MEEA) Change a Light program. The MN Department of Commerce provides rebates for customers outside of the participating utilities' service territories.
Fixtures	The program doesn't include fixtures.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	National Grid
Type	Utility
Service Territory	National Grid serves 1,037,000 customers in the state of Massachusetts.
PROGRAM BACKGROUND	
Budget	The lighting budget is approximately \$3.9 million.
Goals and Objectives	National Grid's goal is to achieve measurable market transformation leading to an increase in the use of ENERGY STAR CFLs and lighting fixtures, resulting in kWh saved.
General Plans for 2007	Continued partnerships with lighting manufacturers and retailers through Negotiated Cooperative Promotions with a preference for markdown promotions. Solicitation of lighting showrooms and distributors to further promote the sale of ENERGY STAR qualified fixtures.
Contact	Heather Vail, Lockheed Martin, Field Implementation Contractor (508) 460-3416 heather.j.vail@lmco.com
Web Site	www.nationalgridus.com
PROGRAM COMPONENTS	
CFLs	An annual RFP is issued to lighting manufacturers and retailers soliciting proposals for Negotiated Cooperative Promotions (NCP) for CFLs. NCPs usually result in bought-down or marked-down product and include specific marketing elements. Funding for the various elements of the promotions is negotiated on a case-by-case basis. Partnerships can result through the NCPs and retailers are encouraged to sign partnership agreements to participate in the program. Retail partners can participate in an instant coupon program. Currently, consumers can receive \$2 to \$6 for the purchase of ENERGY STAR-qualified CFLs at the ENERGY STAR Lights website or at participating retailers.
Fixtures	The program includes fixtures, which are promoted through instant coupons, education, advertising, buydowns/markdowns with manufacturers/retailers, catalog and online marketing, special events, etc. An annual RFP is issued to lighting manufacturers and retailers soliciting proposals for Negotiated Cooperative Promotions (NCP) for fixtures. In 2006, a separate RFP was issued targeted specifically at promoting the sale of ENERGY STAR-qualified lighting fixtures. NCPs usually result in bought-down or marked-down product and include specific marketing elements. Funding for the various elements of the promotions is negotiated on a case-by-case basis. Partnerships can result through the NCPs and retailers are encouraged to sign partnership agreements to participate in the program. National Grid offers instant rebates (\$10 for exterior fixtures, \$15 for indoor fixtures), which customers can receive through the ENERGY STAR Lights website or at partnering retailers.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	Northwest Energy Efficiency Alliance
Type	Regional efficiency program administrator
Service Territory	Northwest Energy Efficiency Alliance serves 11 million customers in OR, WA, ID, and MT.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$1.3 million.
Goals and Objectives	The program's goals are 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, to increase the rate consumers replace expired CFL's with new CFLs from 30% to 80% by 2010, and to increase availability, selection, and affordability of lighting products in the region.
General Plans for 2007	The market approach will be to improve retail distribution in the smaller markets by expanding product availability and affordability into non-big box stores, primarily small hardware, grocery stores, and drug retailers. The program approach for improving distribution in smaller markets will take advantage of NEEA's existing market relationships and infrastructure support to create a regional promotion during the fall lighting season that leverages utility funding with cooperative manufacturer discounts. The program will target products that provide the consumer with a good "trial" experience in retail markets where reduced-priced products have not been widely available.
Contact	Marci Sanders, Senior Manager, Residential Programs 503-827-8416, ext. 245 msanders@nwalliance.org
Web Site	www.nwalliance.org
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through a manufacturer buy-down promotion with sales support at retail. This program is known as Savings with a Twist (SWAT). While the program primarily targets residential consumers, it also works with retailers and manufacturers.
Fixtures	Fixtures are not promoted through retail-focused activities. Instead, they are included as part of the overall lighting support in the Northwest Alliance's ENERGY STAR Homes program. Fixtures are promoted through sales training and merchandising support at the showroom and distributor level. This support is focused on new construction and the target audience is home builders and their lighting specifiers.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	NSTAR Electric & Gas Company
Type	Utility
Service Territory	NSTAR serves approximately 775,000 residential customers in the Greater Boston area, including Boston proper/ Metro West/South Shore/South Coast of Massachusetts.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$2.5 million.
Goals and Objectives	The ultimate goal of the program is market transformation, which NSTAR hopes to achieve by supporting the development of a wider range of quality CFLs and lighting fixtures. NSTAR also hopes to accomplish this goal through the promotion of ENERGY STAR products. Success will be measured by kWh saved, increases in retailer and customer participation in the program, and increases in adoption of ENERGY STAR products.
General Plans for 2007	The planning for 2007 is beginning in September.
Contact	For Program Administration inquires: Derek Kimball, Residential Program Manager 781-441-8718 Derek_Kimball@nstaronline.com For Program Evaluation inquires: Gail Azulay 781-441-8024 Gail_Azulay@nstaronline.com
Web Site	www.nstaronline.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through manufacturer and retailer partnerships, catalog and online marketing, product incentives, co-op advertising, grassroots marketing, and special events. The program targets the consumer by working with retailers, manufacturers and other supplemental channels (including catalog and web).
Fixtures	The program includes fixtures, which are promoted through manufacturer and retailer partnerships, catalog and online marketing, product incentives, co-op advertising, grassroots marketing, and special events. The program targets the consumer by working with retailers, manufacturers and other supplemental channels (including catalog and web).
Solid State Lighting	The program doesn't offer incentives for solid state lighting at this time due in part to limited applications in the negotiated cooperative promotion process. However, NSTAR is promoting awareness of special applications and referring to solid state lighting as the next generation of lighting products. These promotions are targeted at consumers.

ORGANIZATION	New York State Energy Research and Development Authority (NYSERDA)
Type	State government
Service Territory	National Grid, Orange & Rockland (O&R), Con Edison, Rochester Gas and Electric (RG&E), and New York State Electricity and Gas (NYSEG) service territories.
PROGRAM BACKGROUND	
Budget	There is no separate budget for the lighting initiative, as it is funded as part of the larger “Products Program,” which is allocated \$4.5 million annually.
Goals and Objectives	To increase public awareness on energy-efficient appliances, lighting, and consumer electronics; to educate and train retail sales staff throughout New York on ENERGY STAR and energy-efficient products and how to “up-sell” these products; to expand the offering of ENERGY STAR and energy-efficient products in the New York retail market through partnerships with manufacturers; to reduce kWh and peak load in New York state; and to increase the market share of ENERGY STAR and energy-efficient products.
General Plans for 2007	NYSERDA plans to keep a steady level of outreach and education in its 2007 lighting initiative. It is working to better integrate ENERGY STAR and/or energy-efficient lighting into its ENERGY STAR Homes and Home Performance with ENERGY STAR programs. New sales tools and a new CFL brochure will be developed, and NYSEERDA will participate in the Change a Light campaign.
Contact	Mark Michalski, Project Manager 518-862-1090 ext. 3237 mm2@nyserda.org
Web Site	www.nyserda.org
PROGRAM COMPONENTS	
CFLs	The program promotes CFLs through outreach and education focused at the retail market. The aim is to work with retailers to create an atmosphere where consumers can clearly identify CFLs as a better alternative over incandescent lighting. NYSEERDA provides retailers with training, in-store promotional materials, and publicity through multiple outreach sources in the belief that these are all needed to impact the consumer marketplace.
Fixtures	The program includes fixtures, which are promoted through outreach and education. The program focuses on the manufacturing market. Participating manufacturers have an opportunity to receive product exposure with retailers, builders, contractors, electricians, and others who are looking for new ENERGY STAR and/or energy-efficient lighting fixture applications to sell or use. By increasing the supply of ENERGY STAR and/or energy-efficient lighting fixtures, participants receive more attention in showrooms, catalogues, and retail stores.
Solid State Lighting	The program promotes solid state lighting through outreach and education, focusing on the consumer market. Since LEDs are a new type of product, NYSEERDA believes it is important to drive consumer demand. By influencing consumers on LEDs’ aesthetics, quality, energy use, etc., retailers and manufacturers will begin to develop the market for these products.

ORGANIZATION	Northeast Energy Efficiency Partnerships (NEEP)
Type	Regional efficiency initiative
Service Territory	The territory includes NH, CT, MA, RI, VT, ME and Long Island, NY, with the exception of the service territory of municipal utilities within this region.
PROGRAM BACKGROUND	
Budget	The approximate budget for the region is \$18 million.
Goals and Objectives	The goal of the regional ENERGY STAR Products Initiative is to permanently change the regional residential marketplace for high-efficiency residential products including ENERGY STAR-qualified CFLs, light fixtures, and ceiling fans so that product sales and consumer preferences are reflected in increased market share and updated equipment efficiency standards and building code requirements.
General Plans for 2007	Plans for 2007 have yet to be determined.
Contact	Melissa Lucas, Residential Programs Manager 781-860-9177, ext. 15 mlucas@neep.org
Web Site	www.neep.org/initiatives/index.html Regional web site for MA, RI, VT: www.myenergystar.com .
PROGRAM COMPONENTS	
CFLs	Sponsor programs include CFLs, which are promoted through incentives, education and cooperative promotions. Sponsors work with manufacturers and retailers on Negotiated Cooperative Promotions (NCPs), typically through an RFP selection process early in the year. These promotions include markdowns and cooperative advertising targeting consumers, retailers, and manufacturers.
Fixtures	Sponsors work with manufacturers and retailers on Negotiated Cooperative Promotions (NCPs), typically through an RFP selection process early in the year. These promotions include markdowns and cooperative advertising. Many Sponsor programs offer instant rebates for the purchase of ENERGY STAR-qualified interior and exterior fixtures and ceiling fans with light kits. Sponsor programs also have strong upstream and downstream components, with an increasing amount of product sold through cooperative promotions with industry. Some Sponsors' field implementation contractors play an active and on-going role in training sales staff at all retail lighting market channels.
Solid State Lighting	NEEP is just beginning to discuss solid state lighting in the regional forum; some Sponsors are promoting LED holiday lights.

ORGANIZATION	Public Service New Hampshire (PSNH)
Type	Utility
Service Territory	PSNH serves 450,000 residential customers in New Hampshire.
PROGRAM BACKGROUND	
Budget	\$1,127,084 is budgeted for the 2006 program year.
Goals and Objectives	The goals for 2006 are to serve 100,871 participants, and achieve lifetime savings of 54,138,424 kWh.
General Plans for 2007	The filing with the NH Public Utilities Commission, which describes 2007 plans, will be available by approximately October 1, 2006.
Contact	Jack Schelling 603-634-2721 schelje@psnh.com
Web Site	www.psnh.com
PROGRAM COMPONENTS	
CFLs	The program includes ENERGY STAR-qualified CFLs, which are promoted through incentives. At retail locations, the incentive amount is \$1/CFL, while in the NHsaves lighting catalog the amount is \$2/CFL. PSNH also runs a special promotion with Home Depot offering \$1 off of each CFL in a multi-pack. The program is targeted toward residential customers through retail displays, bill inserts, catalogs, and the PSNH Web site. A limited number of small commercial customers may also participate in the lighting catalog program.
Fixtures	ENERGY STAR-qualified fixtures are included in the lighting program. The fixtures are promoted through incentives; ENERGY STAR-qualified interior fixtures, exterior fixtures, and torchieres all receive \$10 instant rebates at retailers and through the lighting catalog. The program is targeted to residential and small commercial accounts.
Solid State Lighting	The program doesn't include incentives for LEDs.

ORGANIZATION	Puget Sound Energy
Type	Utility
Service Territory	PSE serves 1,000,000 customers in Washington state.
PROGRAM BACKGROUND	
Budget	The budget is not available.
Goals and Objectives	The two year goal for the retail program is to assist in the purchase of 2.9 million CFLs and 75,000 fixtures. For new construction, the goal is 56,500 CFLs and 30,000 fixtures.
General Plans for 2007	PSE will to continue to focus on ENERGY STAR fixtures and focus more on recycling CFLs.
Contact	Megan Doyle, Residential Program Implementer 425-456-2339 megan.doyle@pse.com
Web Site	www.pse.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through incentives, bill inserts, news ads, and education. All Puget Sound Energy residential electric customers can get \$2 - \$6 off a variety of ENERGY STAR-qualified CFLs with coupons available at participating retailers. Home Depot and Lowe's provide instant coupons redeemable for \$2 - \$6 off ENERGY STAR-qualified standard twist, specialty (vanity, globe, reflectors, and 3-way), and multi-pack CFLs. Fred Meyer, McLendon Hardware, Bartell Drugs, and Walgreens stores provide instant coupons redeemable for \$2 - \$3 off ENERGY STAR-qualified standard twist and specialty (globe, reflectors, and 3-way) CFLs.
Fixtures	The program promotes fixtures through incentives, bill inserts, news ads, and general education outreach. The retail program targets residential consumers and the new construction program targets consumers, builders, electrical contractors, and real estate agents. Consumers can get discounts on a variety of ENERGY STAR-qualified fluorescent fixtures with coupons available at participating retailers. Home Depot, Lowe's, and McLendon Hardware provide instant coupons redeemable for \$10 - \$20 off ENERGY STAR-qualified indoor and outdoor fixtures
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	San Diego Gas & Electric
Type	Utility
Service Territory	SDG&E serves approximately 1.3 million customers in San Diego County and Southern Orange County.
PROGRAM BACKGROUND	
Budget	The three year program (2006 through 2008) has a budget of \$16,877,860.
Goals and Objectives	The goal of the program is to save approximately 26,000 kW and over 280 million kWh.
General Plans for 2007	Because this is a longer-term program, 2007 activities will be similar to 2006.
Contact	Mark Jensen, Program Manager 858-636-6811 majensen@semprautilities.com
Web Site	www.sdge.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through incentives and targeted toward consumers via the manufacturer and retailers. SDG&E runs a turn-in program where regular incandescent bulbs are replaced with fluorescent bulbs at no cost to the consumer. The program consists of dozens of community events held throughout SDG&E's service territory and coordinated through an extensive network of community organizations and government agencies. SDG&E provides a discount on ENERGY STAR-qualified CFLs, which is indicated to the consumer by a SDG&E sticker at retail locations. These discounted products are displayed with the special low price provided by the manufacturer, the retailer, and SDG&E.
Fixtures	The program includes fixtures, which are promoted through incentives and targeted toward consumers via the manufacturer and retailers. SDG&E runs a turn-in program where halogen torchieres are replaced with more energy-efficient models at no cost to the consumer. The program consists of dozens of community events held throughout SDG&E's service territory and coordinated through an extensive network of community organizations and government agencies. SDG&E also provides discounts on ENERGY STAR-qualified indoor and outdoor hardwired lighting fixtures, which is indicated to the consumer by a SDG&E sticker at retail. These discounted products are displayed with the special low price provided by the manufacturer, the retailer, and SDG&E.
Solid State Lighting	The program includes solid state lighting, which is promoted through incentives and targeted toward consumers via the manufacturers and retailers.

ORGANIZATION	Seattle City Light
Type	Utility
Service Territory	Seattle City Light serves 375,000 residential customers in and around City of Seattle.
PROGRAM BACKGROUND - SCL “Built Smart” Program	
Budget	The budget for SCL “Built Smart” Program is \$350,000.
Goals and Objectives	The overall goal of the program is to incentivize 2,850 units and secure 2 million kWh in savings.
General Plans for 2007	The plans for 2007 are the same as 2006.
Contact	Anne Ducey, Marketing Coordinator 206-684-3645 anne.ducey@seattle.gov
Web Site	www.seattle.gov/light/
PROGRAM COMPONENTS	
CFLs	The program doesn’t include CFLs.
Fixtures	The “Built Smart” Program promotes fixtures by offering rebates to developers, builders, and architects of new multifamily buildings (5 or more units).
Solid State Lighting	The “Built Smart” Program doesn’t include solid state lighting.
PROGRAM BACKGROUND - CF Coupon Program	
Budget	The budget for SCL CF Coupon Program is \$1.5 million.
Goals and Objectives	The overall goals for 2006-2008 are to impact the purchase of 555,000 ENERGY STAR CFLs through the program.
General Plans for 2007	The program will continue through 2008.
Contact	Anne Ducey, Marketing Coordinator 206-684-3645 anne.ducey@seattle.gov
Web Site	www.seattle.gov/light/
PROGRAM COMPONENTS	
CFLs	The CF Coupon Program includes CFLs, which are promoted through \$2-\$5 coupons for ENERGY STAR CFLs These coupons are distributed at participating retailers and target consumer lighting purchasers.
Fixtures	The CF Coupon Program will include fixtures, but not until 2008. The 2008 CF Coupon Program will provide consumers with \$15-\$20 coupons for ENERGY STAR-qualified fixtures
Solid State Lighting	The CF Coupon Program doesn’t include solid state lighting.
PROGRAM BACKGROUND- Multifamily Common Area Lighting Program	
Budget	The budget for the SCL Multifamily Common Area Lighting Program is \$132,000.

Goals and Objectives	The overall goal of the SCL Multifamily Common Area Lighting Program is to incentivize 1,350 units and garner 750,000 kWh in savings.
General Plans for 2007	The 2007 program plan is the same as 2006.
Contact	Eugenia Morita, Energy Planning Supervisor 206-684-4280 eugenia.morita@seattle.gov
Web Site	www.seattle.gov/light/
PROGRAM COMPONENTS	
CFLs	The program doesn't include CFLs.
Fixtures	The Multifamily Common Area Lighting Program includes fixtures, which are promoted through rebates for multifamily building owners to upgrade their common area lighting to energy-efficient models. The program is targeted toward owners of multifamily buildings (5 or more units).
Solid State Lighting	The program includes a set rebate for replacing incandescent or fluorescent exit signs with LED exit signs. LEDs are promoted through incentives (\$30.00/LED exit sign) and targeted toward owners of multifamily buildings.

ORGANIZATION	Sacramento Municipal Utility District (SMUD)
Type	Utility
Service Territory	SMUD serves approximately 520,000 residential customers in Sacramento County, CA.
PROGRAM BACKGROUND	
Budget	The program budget is \$2,291,000.
Goals and Objectives	The purpose of SMUD's Residential Lighting Program is to increase the market penetration of high-efficiency light bulbs and fixtures in Sacramento. The program encourages increased, long-term demand for and manufacture, availability, and sales of these products. Program goals are approximately 32 million kWh annual energy savings and approximately 4,900 kW summer peak-load reduction. These goals are based on program sales of approximately 782,000 CFLs, 5,900 CFL fixtures, and 2,400 ceiling fans with CFL lighting.
General Plans for 2007	There are no significant changes planned for the 2007, the program will receive the same funding as in 2006.
Contact	Rick Kallett, Principal Demand Side Specialist 916-732-5477 rkallett@smud.org
Web Site	www.smud.org
PROGRAM COMPONENTS	
CFLs	CFLs are promoted through marketing, field services, consumer education, and manufacturer buy-downs. The main component of the program is a cooperative marketing fund, a pool of matching dollars that the program makes available to qualifying manufacturer and/or retailer marketing proposals that promote ENERGY STAR-qualified lighting products. Promotions may take the form of in-store signage, point-of-purchase material, rebates, print advertising, and more. The program targets retailers and manufacturers as well as consumers.
Fixtures	CFL fixtures are promoted through marketing, field services, consumer education, and manufacturer buy-downs. The main component of the program is a cooperative marketing fund, a pool of matching dollars that the program makes available to qualifying manufacturer and/or retailer marketing proposals that promote ENERGY STAR-qualified lighting products. Promotions may take the form of in-store signage, point-of-purchase material, rebates, print advertising, and more. The program targets retailers and manufacturers as well as consumers. Ceiling fans with CFLs are promoted through a more traditional consumer rebate available through participating retailers.
Solid State Lighting	Proposals from manufacturers/retailers for promoting LED holiday lights were requested during the 2006 annual proposal solicitation, but whether this program opportunity will be pursued is yet to be determined.

ORGANIZATION	Southern California Edison
Type	Utility
Service Territory	The utility serves 4.5 million customers in southern California.
PROGRAM BACKGROUND	
Budget	The budget is \$12 million.
Goals and Objectives	The utility has a goal of 230 MWh energy savings and 26 MW demand reduction.
General Plans for 2007	The 2007 program will most likely be identical to 2006. SCE hopes to roll out the 2007 program sometime in 2006.
Contact	Richard Greenburg, Program Manager 626-302-8735 richard.greenburg@sce.com
Web Site	www.sce.com
PROGRAM COMPONENTS	
CFLs	SCE works with manufacturers and retailers to make possible special discount prices on specific ENERGY STAR-qualified lighting products, including CFLs. Participating manufacturers and retailers must fill out applications and program participation agreement forms. The mass retail incentive discounts for CFLs are promoted through SCE bill inserts, as well as web/catalog/phone sales, in-store displays, and newspaper/radio/circulars by retailers. Both residential and small commercial customers are the target of these activities.
Fixtures	SCE's program partners with manufacturers and retailers to deliver special discount prices on specific ENERGY STAR-qualified lighting fixtures. SCE promotes these fixtures through bill inserts. Manufacturers and/or retailers also do in-store promotions and sometimes radio, TV, news ads, flyers, direct mail, circulars, demos, etc. Specific fixtures, torchieres, table lamps, desk lamps and floor lamps are also made available through a sub-program called Operation Light Exchange, where incandescent fixtures can be exchanged for fluorescent fixtures. These programs target residential and small commercial audiences.
Solid State Lighting	SCE works with manufacturers and retailers to make possible special discount prices on specific lighting products, where the manufacturers and retailers deliver the discount. A sub-program, Operation Light Exchange, includes solid state lighting, night lights, and holiday lights, where incandescent lights can be exchanged for LEDs. Residential and small commercial end-use customers are the target audience.

ORGANIZATION	Tacoma Power
Type	Utility
Service Territory	The utility serves 150,000 residential customers in the City of Tacoma and Pierce Co, WA.
PROGRAM BACKGROUND	
Budget	The budget is \$300,000.
Goals and Objectives	The overall goal for all lighting programs is to increase knowledge of and installation of high quality energy-efficient lighting products in Tacoma Power's service territory. The goal for the CFL program is to provide incentives for 40,000 CFLs. The goal for the fixture program to provide incentives for 2,000 fixtures. The goal for lobby sales effort is to promote specialty CFL products that are not currently available at retail.
General Plans for 2007	Plans for 2007 are unknown, as the budget has not been approved yet.
Contact	Hollis Tamura 253-502-8643 htamura@cityoftacoma.org
Web Site	www.tacomapower.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through lobby giveaways, lobby sales, workshops, education (groups and one-on-one), National Night Out, and the regional Savings With A Twist program. The program is targeted to customers, with an emphasis on low income families.
Fixtures	The program includes fixtures, both hard wired and portable. Portable fixtures are promoted through lobby sales. Hard wired fixtures are promoted through incentives to retrofit and new construction markets, promotion of the Advanced Lighting Package for new construction, and educational programs for groups and low income users. The program is targeted to customers, showrooms, contractors, and do-it-yourself shoppers.
Solid State Lighting	LEDs are promoted through educational programs only; these are targeted toward customers and the general public.

ORGANIZATION	The United Illuminating Company
Type	Utility
Service Territory	The utility serves 300,000 customers in southern Connecticut.
PROGRAM BACKGROUND	
Budget	The program budget is approximately 1.5 million.
Goals and Objectives	The goals of the program are not available.
General Plans for 2007	There are no 2007 plans as of yet.
Contact	Sean Keeney, Marketing Program Administrator 203-499-3868 sean.keeney@uinet.com
Web Site	www.uinet.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through sales data-based markdown incentives and instant coupons. United Illuminating works with retailers to target consumers. The utility has partnered with A&P, Big Lots, BigY, BJ's Wholesale club, Costco, CVS, Home Depot Shaws, and Wal-Mart to provide ENERGY STAR CFLs at promotional prices for consumers, where no coupons or rebates are required. Consumers can also use coupons and receive \$2 off an ENERGY STAR-qualified light bulb pack priced at \$3 or more at participating area retailers.
Fixtures	ENERGY STAR fixtures are promoted through coupons, which consumers can use at participating area retailers. The coupons provide \$10 off ENERGY STAR-qualified interior light fixtures including torchieres, lamps, ventilation fans with light kits, or ceiling fans with light kits.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	Unitil: Fitchburg Gas & Electric
Type	Utility
Service Territory	Unitil serves 27,500 customers in the towns of Fitchburg, Townsend, Lunenburg and Ashby in Massachusetts.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$50,000.
Goals and Objectives	Unitil has a savings goal of 307 lifetime kW.
General Plans for 2007	There are no plans yet.
Contact	Scott O'Loughlin 603-773-6454 oloughlin@unitil.com
Web Site	www.unitil.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through Negotiated Cooperative Promotions (NCP) and coupons that provide \$1 off ENERGY STAR-qualified light bulb packages. Unitil has developed partnerships with retailers, where the retailer provides the discount to the customers and is then reimbursed by the utility. The coupons are given to consumers who can use them at authorized retailers.
Fixtures	The program promotes fixtures through coupons, which offer consumers \$10 off interior and exterior light fixtures. Unitil works with retailers, so that the retailer provides the discount to the customers and is then reimbursed by the utility. However, several types of fixtures are not eligible for the rebate. These are: high pressure sodium, LEDs, fluorescent tubes, halogen or incandescent fixtures with motion sensors, portable work lights, under-cabinet lights, and ceiling fans without pin-based light kits.
Solid State Lighting	The program doesn't include solid state lighting.

ORGANIZATION	Western Massachusetts Electric Company
Type	Utility
Service Territory	WMECo. serves approximately 182,000 residential customers in 59 communities in western Massachusetts.
PROGRAM BACKGROUND	
Budget	The program budget varies from year to year.
Goals and Objectives	The program goals for 2006 are to save 4,574 MWh/year and 29,983 MWh/lifetime, which is roughly equivalent to 138,000 bulbs per year.
General Plans for 2007	At this time, WMECo plans to continue our program as it is currently administered, with no major changes.
Contact	Tony Fornuto, Program Administrator 413-787-9329 fornuaj@nu.com
Web Site	www.wmeco.com
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through rebates, coupons, and catalog/internet sales. The utility negotiates upstream rebates through manufacturer and retailer partnerships, with discounts passed on to the consumer. WMECo solicit bids for this program annually. The program offers in-store coupons for the consumer to purchase CFLs at a discounted price where no upstream rebate exists, as well as a catalog/internet-based sales channel for the consumer.
Fixtures	The program includes fixtures, which are promoted through rebates, coupons and catalog/internet sales. The utility negotiates upstream rebates with manufacturer and retailer partnerships, with discounts passed on to the consumer. WMECo solicit bids for this program annually. The program offers in-store coupons for the consumer to purchase fixtures at a discounted price where no upstream rebate exists, as well as a catalog/internet-based sales channel for the consumer.
Solid State Lighting	At this time, WMECo does not offer a program for solid state lighting.

ORGANIZATION	Wisconsin Focus on Energy Program
Type	Statewide efficiency program administrator
Service Territory	The Wisconsin Focus on Energy program serves the entire State of Wisconsin, which is approximately 2.08 million households.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$4 million.
Goals and Objectives	Focus on Energy has a participation goal of 1.15 million CFLs and 20,000-30,000 fixtures, as well as a savings goal of 60 million kWh.
General Plans for 2007	In July 2007, the program will be ramping up dramatically due to an increase in funding. Focus on Energy expects to expand CFL programs, including buy-downs, and to offer programs in partnership with new retailer types such as drug and grocery stores. Broader fixture programs are also planned, as are larger marketing efforts such as television public service announcements, statewide newspaper ads, etc.
Contact	Sara Van de Grift 608-249-9322 ext 160 SaraV@weccusa.org
Web Site	www.weccusa.org
PROGRAM COMPONENTS	
CFLs	The program includes CFLs, which are promoted through mail-in and instant incentives, marketing including radio, newspaper, PR events and media releases, and at retail with POP displays. The program targets consumers, manufacturers and retailers. Marketing is consumer oriented. Incentives are offered in partnership with manufacturers and retailers; Focus on Energy will leverage \$525,000 in matching incentives from manufacturers in FY07.
Fixtures	The program includes fixtures, which are promoted through incentives, consumer education, in-store POP, and sales person SPIFFs. The program targets consumers and retail sales people through the SPIFF.
Solid State Lighting	The program includes LED holiday lights, which are promoted through consumer incentives and in-store displays. The program is targeted toward consumers.

ORGANIZATION	Xcel Energy
Type	Utility
Service Territory	Xcel serves approximately 2,300,000 customers in MN and CO.
PROGRAM BACKGROUND	
Budget	The budget is approximately \$240,000 in MN, \$300,000 in CO.
Goals and Objectives	The utility has savings goals of approximately 1.8 million kWh saved in MN and 8 million kWh saved in CO.
General Plans for 2007	Plans for 2007 are to continue with Internet sales and retail store buy-downs.
Contact	Kim Sherman 612-337-2360 kim.sherman@xcelenergy.com
Web Site	www.xcelenergy.com
PROGRAM COMPONENTS	
CFLs	The program offers discounted CFLs for sale through a third party vendor and Service Lighting. The discounted CFLs are promoted through bill inserts and the Xcel website. The utility also offers retail buy-downs through hardware stores and big box retailers. The program is targeted toward consumers.
Fixtures	The utility promotes fixtures in new construction, through its builder program. Xcel offers incentives to builders for the installation of efficient fixtures through this program.
Solid State Lighting	The program doesn't include solid state lighting.