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- Including CFLs in the Next Generation of Residential Conservation Programs in Minnesota
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- *ACEEE Energy Efficiency as a Resource*

September 29th, 2009

Jeff Haase

Who we are...



- State Energy Office
 - Conservation Improvement Program
 - Information regarding conservation and renewables
 - Renewable Programs
 - Energy Efficiency Programs
 - U.S. DOE Funding
 - *Weatherization Program*
 - *Stimulus*

OES Utility CIP Program



- Utility CIP Plans, Status Reports & Modifications for 130 Municipal Utilities, 44 Distribution Cooperatives, 11 Investor Owned Natural Gas & Electric Utilities
- Review Energy Savings Assumptions and Measurement & Verification Activities
- \$206 million in total spending for 2006 & 2007, which resulted in
 - 875 million kWh and 4 billion cubic feet of gas saved
 - 1,008,836 tons of incremental CO2 savings

Energy Conservation Policy Goal



...achieve annual energy savings equal to *1.5 percent of annual retail energy sales* of electricity and natural gas directly through:

- energy conservation improvement programs; and
- rate design

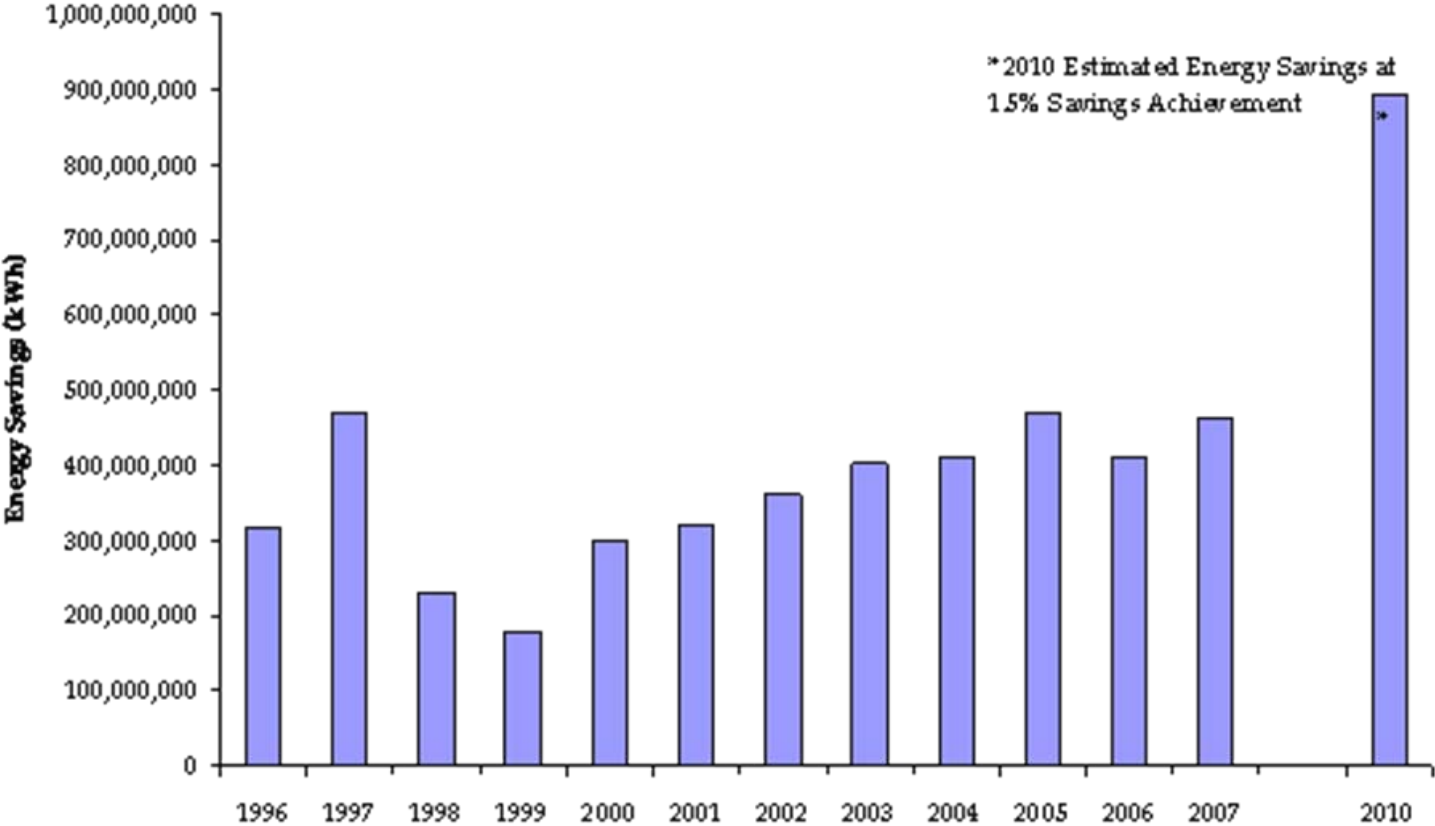
and indirectly through:

- energy codes and appliance standards;
 - programs designed to transform the market or change consumer behavior;
 - and other efforts to promote energy efficiency and energy conservation.
- 1 percent is the minimum
 - 0.5 percent can be energy savings that result from efficiency improvements to utility infrastructure and systems;

What does this mean?



Electric CIP Energy Savings by Year



CFL Program Success



- Primary component of many utilities residential lighting programs
 - As high as 89% of utility residential segment achievements
- CFL savings average 79 kWh per bulb
 - Reduced operating hours for larger numbers of bulbs per household
- New programs are packaging bulb offerings with other efficiency measures
 - Home Efficiency, ENERGY STAR Homes

Change a Light, Change the World



- Reducing the price of bulbs to \$0.99/bulb
 - Rebates cannot exceed purchase price
- Work with participating retailers
- Holding special bulb sales events
- Leveraging national marketing
 - Partnerships with manufacturers and retailers
- These specs have carried over to other utility CFL programs

Cooperative Programs



- \$2 per bulb rebate
 - More than 25 require pre-approval
- Coupon includes information on selecting the right bulb
- Recycling options

CFL rebate coupon!

- Up to \$2 rebate per **ENERGY STAR**® rated compact fluorescent bulb. Rebate cannot exceed actual purchase price of bulb or be used with other CFL promotions.
- Rebate available for residential members only.
- Rebate will be issued as a credit on your electric bill. Allow 6-8 weeks for processing.
- Fill out the coupon below. Bulbs must be installed at address provided on coupon.
- Indicate number of bulbs purchased (must match receipt). Purchases of 25 or more bulbs require pre-approval and are subject to on-site inspection. Call 651-463-6243 for pre-approval.
- Submit coupon, original sales receipt and **ENERGY STAR** label from package within 60 days of purchase date.
- Mail to: Dakota Electric Association, Attn: Julie S.
4300 220th Street West, Farmington, MN 55024

Name _____

Address _____

City _____ Zip _____

Account Number _____



a brighter idea




Number of bulbs: _____

X up to \$2 each: _____

Total rebate due: _____

Special Events





\$2 MAIL-IN REBATE PER BULB

from Minnesota Power

Offer expires 12.31.09. Receive \$2 by mail for each energy star qualified bulb purchased. Valid for customers of participating electric utilities only. Customers of some municipal and cooperative utilities may not be eligible. See salesperson, list inside coupon, or call 800.677.8423 for details.

To receive your Mail-in Rebate:

1. Purchase up to 12 ENERGY STAR qualified bulbs.
2. Cut out the UPC code(s) from each bulb box and attach it to this completed form along with a copy of the cash register receipt with the purchase price(s) circled.

Mail to: MN ENERGY STAR Lighting
C/O EPI Fulfillment Center
40 Washington St., Suite 2000
Westborough, MA 01581-1013

Important information: This offer valid to customers of participating electric utilities only for a limited time. Customers of some municipal and cooperative utilities may not be eligible. See list. Offer a good while supplies last, and may not be combined with any other utility offer. Offer expires 12/31/2009. Limit 12 bulbs per rebate form. Resale/return by mail only. The sponsoring utility reserves the right to withdraw or change this offer without notice. Photocopies or facsimiles of this form are not acceptable. Mail in Rebate not to exceed purchase price. Rebated bulbs may not be used for resale. Ineligible rebates are subject to denial or repayment to program. Mail-in rebate requests must be postmarked by 1/15/2010.

Call 800.677.8423 for eligibility information, or to find out more about how you can save energy.

Your electric utility must be listed below in order to qualify for Mail-in Rebate: Alliant Public Utilities, Burned Public Utilities, City Public Utilities, Gilbert Public Utilities, Great Rivers Public Utility, Minnesota Power, Mountain Iron Public Utility, Pine Public Utility, Two Harbors Power and Light.

Minnesota Power and sponsoring utilities, in partnership with energy star, offers consumers and businesses an energy efficient solution that save money and help the environment.

Minnesota Power and participating utilities, by providing rebate incentives, do not warrant the equipment and are not responsible for any personal injury or damage caused by the equipment.

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A Brighter UMD

Energy Efficient Lighting Products

Available at UMD Stores • through October 30






For more information on Eco Options please visit www.foundmoney.com/ecooptions

UP TO \$115 OFF

SELECT EcoSmart & n:vision CFLs




Name of store where purchased
City, State _____

Please fill in the quantity, manufacturer, and model of the bulb(s) purchased:

Qty	Manufacturer	Model

Total number of bulbs purchased: _____ x \$2 = **Total Rebate** _____

Limit 12 bulbs. You must include UPC code(s) and a copy of receipt to receive Rebate.

April 20, 2009
to
Nov. 30, 2009

Participating Home Depot stores:

1101 Mall Drive
Duluth, MN 55811
(218) 720-0938

7207 Foley Road
Baxter, MN 56425
(218) 829-0341

2025 West Lincoln Ave.
Fergus Falls, MN 56537
(218) 736-4234







Smart Bulbs are LED and CFL. Smart bulbs are priced.




Online CFL Purchases



Products
FAQ
Your Account
Contact Us
Back to [xcelenergy.com](#)
Questions? Call 877.535.0350

Xcel Energy Compact Fluorescents


 [View Cart/Checkout](#)

FREE Twist Compact Fluorescent with any \$35.00 purchase!

4 easy ordering tips:

1. Check the size and dimensions.
2. Check the wattage. See the Wattage Replacement Chart to the right.
3. Check the functionality: dimmable, 3-Way, reflector.
4. Check the color with the color bar.

What is the color of the light from this bulb?



Just select "See More Info!" to see the color bar for the bulb your interested in.

Standard Incandescent Bulbs (watts)	CFL Replacement (watts)	Typical Lumens (measure of light output)
25	5	> 220
40	11	> 450
60	15	> 800
75	20	> 1,100
100	27	> 1,600

Select A Category:

[Standard Twist](#) | [T9](#) | [Specialty](#) | [Reflector Flood](#) | [Pear / A-Line](#) | [LED](#) | [Globe](#) | [Floor Torchere](#)

Standard Twist

Picture	Item # / Description	Replaces	Savings	Price	Add to
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CFL Program Challenges



- Limiting the efficiency definition for consumers
 - Critical for moving them beyond CFL
- Verifying installation rates
- Continued efforts on education
- Bulb recycling – Minnesota Law
- Greater inclusion in other segments

CFLs will remain a key strategy in MN



- CFLs are synonymous with energy efficiency
- Customers may still be reluctant to adopt the technology based on previous experiences
- New program approaches
 - Direct install programs, Home Efficiency, School Programs, Educational efforts

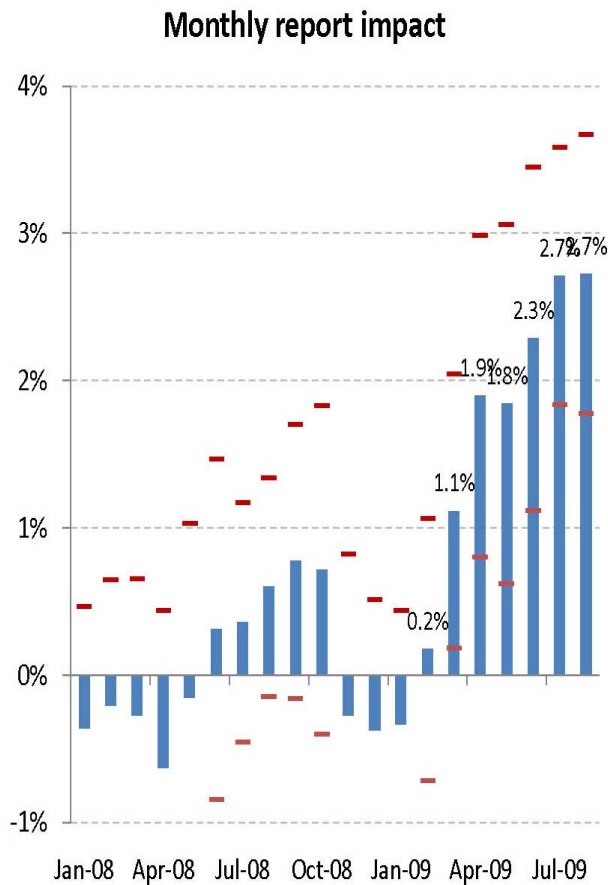
Behavioral Programs



- Home Energy Reports
 - Provide an educational vehicle for CFLs



Home Energy Report Pilots



- Early pilot results indicate a positive response
- Further experience will determine how to best co-market with other programs

LED Lighting



- Seen as the next big thing by consumers
 - New technologies
 - Holiday light program success
 - Consumer education is necessary
 - Standards



Plug Load Study



- Goal: identify strategies that states and utilities can implement to save plug-load electricity
- On site inventory of plug loads
- 18 – 68 devices per Household
 - Average: 40 devices
- Interest & desire, willingness?



Plug Load Study



- Focus is on television and computer centers
- Refrigerator
 - per-home savings:
 - *savings range: 30 – 1,500 kWh/yr*
 - *mean: 500 kWh/yr (6.3 CFL_{equivalent})*
- Non-refrigerator
 - per-home savings:
 - *range: 0 – 914 kWh/yr*
 - *mean: 408 kWh/yr (5.3 CFL_{equivalent})*





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Thank You!

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www.energy.mn.gov