

Residential Lighting Programs

Exemplary Programs

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*Residential Lighting Programs
Exemplary Program*

***ENERGY STAR® Residential Lighting Program
Arizona Public Service***

PROGRAM OVERVIEW

Arizona Public Service (APS) became an ENERGY STAR partner in 2005, and launched its ENERGY STAR Residential Lighting Program in October of that year. APS utilizes a manufacturer buy-down approach coupled with an aggressive promotion and consumer outreach campaign. The program is comprised of two core elements: (1) promoting the value of the ENERGY STAR brand and benefits of ENERGY STAR qualified lighting, and (2) offering customers discounted pricing through an upstream manufacturer buy-down on CFLs. The utility was recently awarded Excellence in Program Delivery by ENERGY STAR.

Through a Request for Proposal (RFP) process the program has secured reduced-price ENERGY STAR qualified CFLs for retail outlets located in APS service areas. CFL incentives for the 2007 program averaged \$1.12 per bulb and \$1.15 per bulb in 2006. Additionally, APS, in collaboration with ENERGY STAR and program CFL manufacturers, provided participating retailers a turnkey marketing and merchandising program with field support.

APS shares the Phoenix metro-area with another utility and it serves a large rural population – key challenges for the program. To help address this issue, the program employs two full-time field representatives. The field representatives enhance and leverage the program's strong link with retailers. Responsibilities include recruiting retailers to participate, educating and training retail sales associates about ENERGY STAR and the APS program, and providing hands-on customer support when store managers and sales associates need assistance with promotion CFLs. They also effectively execute outreach events and promotions.

The 2006 program featured year-round APS promotions for ENERGY STAR CFLs to provide a consistent market presence and increase consumer awareness.

Tactics in 2006 included:

- ENERGY STAR-platform activities: *Change a Light* campaign; enlisting the Governor of Arizona and Mayor of Phoenix in proclaiming ENERGY STAR Day; encouraging residents to take the *Change a Light* Pledge; holding Earth Day promotions
- Consumer outreach at retail locations, special celebrations (e.g., Earth Day, Hispanic Heritage month) and other community events; coupled with public relations efforts when appropriate
- Advertising
- APS employee awareness building: To make conservation a part of the corporate culture, APS created an impressive conservation display in a campus gallery to ensure all

employees understood the program offerings and how they could incorporate energy efficiency into their own daily lives

Tactics for 2007 include repeating many of the activities described above, and including additional and more robust outreach events, as well as a large-scale summer media campaign under the theme, “A Better Tomorrow Starts Today.”

APS has a 3-year contract (2005 - 2007) with Ecos to run the APS ENERGY STAR Residential Lighting Program.

PROGRAM PERFORMANCE

APS utilized the upstream manufacturer buy-down program approach to meet the goal of moving 940,000 CFLs in 2006. The 2007 goals are to move 1.8 million CFLs.

The APS ENERGY STAR Residential Lighting program has had the greatest success in acquiring direct energy savings cost-effectively, enhancing customer awareness of energy efficiency, and improving customer service and satisfaction. The results include:

- Close to 4 million CFLs have been sold since the APS Residential Lighting Program began in October 2005—1.3 million in 2006 alone, well over the 940,000 goal for the year. APS estimates savings of more than 360 GWh total lifetime savings for the program through December 13, 2006. This translates into \$25 million in energy costs saved over the life of the bulbs for APS customers.
- First year annual savings from CFLs sold in 2006 via the program are 65.6 GWh.
- Delivered savings for a levelized cost of \$0.007 per lifetime kWh
- More than 250 retailers are participating in the program, up from 94 in 2005—a 265% increase. Participating retailers include both big-box and small independents.
- Conducted a combined total of 1,072 retail visits and staff training sessions
- Implemented 18 consumer outreach events throughout the APS service territory under the program, plus more than 35 through broader conservation campaign and community relations efforts
- Distributed to APS customers more than 2,000 consumer brochures, 3500 information handouts, 500 Earth Day handouts, and 2,000 information handouts in Spanish
- Advertising efforts resulted in an estimated 2,561,000 impressions

LESSONS LEARNED

The APS program is a model for a rapid launch of a full scale program by a utility that had no prior residential lighting program. APS has been able to achieve significant energy savings and market impacts in a very short period---less than 2 years. The program has been successful in achieving energy savings cost effectively and for instilling a “conservation culture” within a utility and its community. Because APS shares the Phoenix metro area with another utility, the program design helps to alleviate “spillage” of product into other customer territories.

The early success of the program is continuing. So far 2007 has proven to be a successful program year. Over 2.1 million CFLs have been sold, saving an additional 121 million kWh saving annually.

PROGRAM AT A GLANCE

Program Name: Arizona Public Service ENERGY STAR Residential Lighting Program

Targeted Customer Segment: Residential customers

Program Start Date: 2005

Program Participants: 1.3 million CFLs sold in 2006.

Annual Energy Savings Achieved: 65.6 GWh first year savings from CFLs sold through 2006; Total lifetime savings estimated to be 360 GWh.

Other Measures of Program Results to Date: 250 participating retailers.

Budget: \$5.175 million for 2007

Funding Sources: Public benefit charges

Best Person to Contact for Information about the Program

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*Residential Lighting Programs
Exemplary Program*

***ENERGY STAR® Residential Lighting Program
Northwest Energy Efficiency Alliance***

PROGRAM OVERVIEW

The Northwest Energy Efficiency Alliance (NEEA) ENERGY STAR® Residential Lighting Program works on behalf of its 130 member utilities to promote ENERGY STAR-qualified lighting products to consumers in the Northwest. The program supports market transformation efforts by coordinating its work with a dynamic set of market actors (i.e., manufacturers, distributors, and retailers) and by supporting and initiating regional outreach activities.

The program uses such marketing tools as field services, cooperative marketing offerings, and coordination with national ENERGY STAR activities to establish manufacturer and retailer relationships and support local utility campaigns. The program also participates in national testing efforts to ensure that labeled products in fact meet ENERGY STAR standards.

Lighting technologies supported by the program include screw-based compact fluorescent lamps (CFLs), indoor and outdoor fixtures, portable floor lamps (torchieres), and ceiling fans. The program began in 2000.

PROGRAM PERFORMANCE

As a market transformation program, perhaps the best measure of the program's performance is in terms of changes in market share for CFLs. In 1996 the market share of CFLs in the Northwest was significantly less than 1 %. In 2001 (the 2nd year of the program) the share had increased dramatically---to about 8%. In 2006 the share increased further still---to about 16%.

A recent evaluation¹ performed summarizes market progress by the ENERGY STAR® Residential Consumer Products activities of NEEA, which includes Residential Lighting. Below are these evaluation findings; stated goals are those NEEA established for the 2004-2006 program cycle.

- *Goal: Increase CFL sales in the Northwest from 750,000 to 1 million annually from the 2004 level of 5.1 million, reaching total sales of 10.8 million per year by 2009.*
 - Results: Data suggest that the project has realized sales of 10.8 million CFLs in 2006, up from 6.8 million in 2005.
- *Goal: Increase the rate at which consumers replaced burned-out CFLs with new CFLs to 80 percent by 2010.*

¹ *Consumer Products Market Progress Evaluation Report 3: Final Report.* KEMA. Prepared for Northwest Energy Efficiency Alliance, July 24, 2007.

- Results: Data indicate that the project has achieved a high CFL to CFL replacement rate, with 84% of CFL purchasers reporting that they are “likely” or “very likely” to replace a CFL with another CFL upon burn-out. The CFL removal rate has not changed and remains at 4% of CFLs installed in purchaser homes
- *Goal: Continue to increase CFL availability, diversity and affordability among lighting retailers, particularly in smaller markets. Ensure that CFL availability, diversity and affordability are not major barriers to CFL purchases for consumers, particularly as the CFL purchaser base expands.*
 - Results: Between the spring and fall of 2005 the project made some gains in achieving similar CFL availability, diversity and affordability among CFL retailers throughout the region. Some of this headway was lost between fall 2005 and 2006, but availability, diversity and affordability are lesser obstacles now than they were in the spring of 2005 before the first “Savings with a Twist” (SWAT) promotion.
- *Goal: Improve CFL product quality and consumer/retailer perceptions of product quality.*
 - Results: Consumer satisfaction with CFLs has increased by a statistically significant margin between 2004 and 2006, with 85% of 2006 CFL purchasers reporting that they are satisfied with CFLs compared with 77 percent in 2004.

LESSONS LEARNED

NEEA’s ENERGY STAR® Residential Lighting Program has achieved dramatic results over its history. Its success is attributable to many factors, but a key has been consistent use of evaluation results to assess program progress and adapt program strategies and services accordingly. The program has set and continues to set clear goals for measurable changes in the targeted markets. In tandem with establishing and updating program goals, NEEA develops and implements evaluation plans that enable NEEA to measure and assess program performance relative to these goals. A hallmark of NEEA is the very goal-driven nature of its programs, such as Residential Lighting. As a result of changes in CFL markets, in recent years the program’s objectives have been to:

- Emphasize retail education and merchandising—particularly national big box home improvement retailers as well as some drug, discount and small hardware retailers;
- Influence national direction on product quality and development of technical specifications for products included in the program; and
- Focus on expanding products into new retail outlets with volume pricing (manufacturer buy-down).

Looking ahead to the next program cycle, 2007-2009, some of the program’s key goals are:

- Continue to achieve earlier goals of (1) increasing annual CFL sales by 1 million—leading to a total of 10.8 million by 2009, and (2) maintain a CFL replacement intention rate of 80% or higher.
- Continue to expand distribution and lower pricing in smaller markets.

PROGRAM AT A GLANCE

Program Name: The Northwest Energy Efficiency Alliance ENERGY STAR Residential Lighting Program

Targeted Customer Segment: Residential

Program Start Date: 2000

Program Participants: Retail sales of 10.8 million CFLs in 2006, up from 6.8 million in 2005.

Annual Energy Savings Achieved: Not available.

Peak Demand (Summer) Savings Achieved: The Northwest is winter peaking; not applicable

Other Measures of Program Results to Date: Market share of about 16% in 2006

Budget: Not available.

Funding Sources: NEEA operates programs in Oregon, Washington, Montana, and Idaho. Funding comes from 11 electric utilities and the Bonneville Power Administration, which pays on behalf of its electric utility customers. The program also receives public benefit money from the states of Montana and Oregon.

Best Person to Contact for Information about the Program

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*Residential Lighting Programs
Exemplary Program*

***ENERGY STAR® Residential Lighting Program
Puget Sound Energy***

PROGRAM OVERVIEW

For the past five years Puget Sound Energy (PSE) in Washington state has sustained an effort to increase the sale of ENERGY STAR qualified screw-based compact fluorescent lamps (CFL) and hard-wired, pin-based CFL fixtures through its ENERGY STAR Residential Lighting Program. The program includes financial incentives to customers who purchase these products, supported by marketing, promotions, and field support for retailers and trade allies.

In the fall of 2002, PSE launched its ENERGY STAR Residential Lighting Program, to build on momentum to adopt efficient lighting that was created by the 2001 West Coast energy crisis , as well as garner the cost-effective energy savings that lighting programs offer to utilities. The program began by focusing on ENERGY STAR qualified CFLs and, by May 2003, the Program added the ENERGY STAR hard-wired fixture category.

From October through December 2002, the Program focused primarily on the retail channel with a rebate incentive of \$3 per CFL bulb. In May 2003, fixture rebates were set at \$20 for indoor fixtures and \$10 for outdoor fixtures. Program design elements included significant field outreach to recruit and train retailers, and heavily leveraged the Northwest Energy Efficiency Alliance's (NEEA's) region-wide Residential ENERGY STAR Lighting Program. The marketing activities of the first year focused on introducing CFLs to people who had not previously tried them, with an emphasis on the EPA's *Change a Light Campaign* and Earth Day activities.

During the second year, the Program maintained a focus on the retail channel and also began to explore new ways to penetrate other areas of the lighting market. The rebate on CFLs was reduced from \$3 to \$2 to adapt to the changing price structure for products. Hard-to-reach markets like Asian, Hispanic and senior populations became a new focus. The goal was set at 425,000 CFL bulbs for the year, which was exceeded with redemptions of 441,849 CFL bulb rebates. Rebates for fixtures remained at \$20 for indoor fixtures and \$10 for outdoor fixtures, but promotional efforts changed considerably. The Program leveraged retail channels to award instant rebates for fixtures, while simultaneously instigating a region-wide effort in collaboration with NEEA and other regional utilities. The goal of this partnership was to increase availability of ENERGY STAR qualified lighting fixtures for residential customers in an untapped market channel — lighting showrooms.

The Program design for the third year in 2004 was built on the previous years' successes and extended its reach by:

- Dramatically increasing the redemption goals for both CFL bulbs and fixtures;

- Supporting highly active partners in the traditional retail channel;
- Solidifying relationships with the newer channels participating in the program, like grocery and drug stores, and engaging new retail markets to participate in the program, such as Walgreens (a national drug store chain) and 99 Ranch (a Puget Sound area Asian-specialty supermarket chain);
- Providing a significant focus on the new construction market, specifically lighting showroom and distributors channels, and technical support for builders; and
- Adding a multi-family component to get more fixtures into the units of this residential sector – typically a challenge because of the split incentive condition.

The fourth year in 2005 continued the promotion of screw-based CFLs, but it was the fixture portion of the program, particularly the new construction effort, that gained considerable traction in 2006-07. It is poised to make significant strides in its different target market segments in 2008. Furthermore, PSE's drive to coordinate fixture promotion efforts with the area's three other electric utilities—Seattle City Light, Tacoma Power and Snohomish Public Utility District—ensured consistency across the region. This unified approach was critical in getting builders, showrooms and distributors to participate in the fixture promotion effort.

Puget Sound Energy administers the program. The company has a five-year contract with Ecos Consulting to run the PSE ENERGY STAR Residential Lighting Program (2002-2007).

PROGRAM PERFORMANCE

This graph below summarizes the Puget Sound Energy Residential Lighting Program's goals and achievements:

Puget Sound Energy Residential Lighting Programs					
	CFL Goal	CFL Total	Fixture Goal	Fixture Total	kWh Savings Total
2003	325,000	351,692	2,000	1,978	152,669,112
2004	425,000	441,849	12,000	9,908	200,713,194
2005	500,000	593,000	10,000	13,330	43,562,660
2006	1,400,000	1,577,637	52,000	31,673	55,292,667
2007	1,148,200		43,600		
Totals	3,798,200	2,964,178	119,600	56,889	452,237,633

Currently there are 155 retail partners and 44 lighting showrooms and distributors participating in the ENERGY STAR CFL and fixture promotion. Perhaps the clearest lesson out of the PSE fixture program so far is that consistency is the key to transforming the market for ENERGY STAR qualified fixtures. Continuous recruitment efforts, frequent field visits and interactive training sessions are steadily winning over this important market actor. With all the major showrooms and roughly 50 percent of distributors in the Puget Sound region participating, it is clear that PSE's program efforts are making progress on the path to market transformation for energy-efficient lighting – both CFL bulbs and hard-wired fixtures.

The 2006 Program goals were set at 1.4 million ENERGY STAR qualified CFL bulbs and 30,200 specialty CFL bulb products (including 3-way, dimmable, vanity globes, and reflectors) through the retail channel. This is approximately 37,297,000 kWh in annual savings at 33 kWh per CFL bulb. The fixture unit goal through the retail channel is 31,600 CFL fixtures through four main retail partners. This goal is including 2,000 showroom fixtures that will be gained through a number of lighting showroom partners servicing the retail market. This is approximately 3,223,000 kWh in annual savings at 102 kWh per fixture unit.

The showroom fixture unit goal for 2007 is 12,000 ENERGY STAR qualified pin-based CFL fixtures through the primary showroom and distributors identified by the program and PSE. This includes 6,000 fixtures delivered to the single family builder market and 6,000 fixtures delivered to the multifamily builder market. This will yield approximately 1,224,000 kWh in annual savings at 102 kWh per fixture unit. The showroom channel CFL unit goal is 18,000 ENERGY STAR qualified CFL bulbs. This includes standard twist and specialty bulbs purchased by single family and multifamily builders. This goal targets achieving 10,000 through the single family channel and 8,000 through the multifamily channel. This will yield approximately 594,000 kWh in annual savings at 33 kWh per CFL bulb.

LESSONS LEARNED

PSE is a dedicated ENERGY STAR partner—a partnership that has been a key to this program's success. PSE is a firm believer in one of the basic tenets for achieving market transformation: maintain a strong, uninterrupted presence in the marketplace to ensure all market actors are supported in a consistent manner. This program is exemplary primarily for its direct energy savings, market impacts and cost-effectiveness. This program demonstrates the value of consistent market transformation, efforts and how a program should start with a strong foundation and build more complex offerings off this foundation.

PSE's program has consistently met its goals, and in turn, the program team has repeatedly built on its success and lessons learned by seeking new ways to overcome market barriers to energy-efficient lighting in new channels and hard-to-reach markets. This program provides a good model for its ability to work with many distribution channels, including new construction and retail, and realizing direct energy savings through the variety of channels and markets. Cost effectiveness is top priority to PSE and is evaluated on a consistent basis, which results in adaptations to the programs yielding even greater cost-effectiveness.

PROGRAM AT A GLANCE

Program Name: Puget Sound Energy ENERGY STAR® Residential Lighting Program

Targeted Customer Segment: Residential customers, including home builders and property managers

Program Start Date: 2002

Program Participants: Over 1.6 million CFLs and 52,000 fixtures have been purchased (2006). 155 retailer partners and 46 showrooms and distributors participating in the ENERGY STAR fixture promotion.

Annual Energy Savings Achieved: 55.3 GWh total in 2006; Program total 2003-2006 is 452 GWh.

Peak Demand Savings Achieved: Not available.

Other Measures of Program Results to Date:

Budget: \$3.4 million in 2007

Funding Sources: Systems benefits charge

Best Person to Contact for Information about the Program

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*Residential Lighting
Exemplary Program*

***Upstream Lighting Program
Pacific Gas & Electric Company***

PROGRAM OVERVIEW

PG&E's Upstream Lighting Program provides incentives to manufacturers or retailers to reduce the price of pre-approved ENERGY STAR® qualified CFLs and other energy efficient lighting products to residential and small commercial customers at the point of sale, without the consumer having to submit a rebate application.

In 1999 PG&E led the effort for a statewide residential lighting program and developed the concept of providing upstream incentives to retailers and manufacturers, with a budget of \$6,988,000. PG&E's multi-pronged, multi-million dollar promotion of the ENERGY STAR brand helped pave the way for a transformational boost in sales beginning in 2001. That year's energy crisis sparked a major expansion of the program's mission and scope. Today, the incentive budget has grown to \$54 million.

PG&E's Upstream Lighting Incentive Program focuses on increasing consumer awareness of energy-efficient lighting products, making it easier to buy them and giving people more reasons to stay loyal to them. Using financial incentives, market research and promotional materials, the Upstream Lighting team has boosted the availability and appeal of these products.

To date in 2007 PG&E has incentive agreements with 13 manufacturers who are partnered with over 640 retailers, representing over 2,000 separate retail locations in PG&E service area. The program has also influenced small independent hardware stores and grocery stores that once carried a small lighting section in their store to include much larger displays of ENERGY STAR qualified CFLs and other energy-efficient lighting products.

The participation of major retailers, such as Costco, Lowes, Home Depot, Longs Drug, Wal-Mart, Rite Aid and Walgreens, has been crucial. In 2006 PG&E initiated efforts to build on that success by strengthening its recruiting of smaller independent hardware stores and grocery stores, especially those located in rural, hard-to-reach locations.

PG&E has encouraged manufacturers to work with their retail partners to provide consumer educational materials at the point of sale. Some manufacturers have set up in-store educational booths to distribute materials and answer consumer questions; conducted lighting demonstrations showing a side by side comparison of light output between an incandescent light bulb and a CFL; and demonstrated energy used by both using an electric meter.

In areas where PG&E is still working to improve access to CFLs at the retail level, it has partnered with K-8 schools. Qualifying schools receive free CFL products that they can then use

for fundraising. While the schools earn funds, they also allow parents, students and teachers to learn about and use CFLs.

In the community PG&E distributed approximately 10,000 complimentary CFLs at various events in 2006, such as the Pacific Coast Builders Conference, California State Fair, Volcano City Energy Expo and numerous Earth Day happenings. PG&E encouraged attendees at these events to “Take the ENERGY STAR Change a Light Pledge,” a promise to replace at least one light at home with an ENERGY STAR qualified one.

In 2007, PG&E partnered with ENERGY STAR’s Change a Light- Change the World Campaign to give away one million CFLs during the month of October. This represented the largest ever CFL giveaway of its kind for a U.S. utility. This landmark effort—which involved more than 1000 PG&E employee volunteers educating customers at hundreds of PG&E-sponsored, employee, and community events across Northern and Central California—is expected to achieve ambitious energy saving goals. Over an expected lifetime of nearly nine and a half years, the one million ENERGY STAR CFLs distributed could generate a collective savings of more than 400,000 megawatt-hours of electricity and prevent the emission of more than 200,000 tons of greenhouse gases.

PG&E also works with lighting manufacturers on promoting and improving the performance of CFLs in the areas of form, fit, color, life, lumen/watt output and high power factor.

PROGRAM PERFORMANCE

Since its inception in 2000, PG&E’s Upstream Lighting Program has incented more than 30 million compact fluorescent lamps (CFLs).

CFLs Incented by PG&E's Upstream Lighting Program		
<u>year</u>	<u>units</u>	<u>kwh saved</u>
2000	166,627	57,016,934
2001	7,671,951	632,064,740
2002	1,692,709	151,882,136
2003	5,423,606	387,019,387
2004	3,618,105	270,694,228
2005	4,248,863	358,501,213
2006	7,865,417	514,000,000
TOTAL	30,687,278	2,371,178,638

PG&E anticipates that 25 million CFLs will be installed in its service area in 2007 alone, saving approximately 1,799 GWh and preventing the emission of over 470,900 tons of CO₂ annually. As of October 31, 2007, PG&E has paid incentives of more than \$23,448,485 million and realized savings of almost 55,195 KW and more than 460 GWh

The success of PG&E’s program is evident in the increased demand for energy-efficient lighting products. In some cases, CFL products placed in stores through PG&E’s incentive program sold

within one or two weeks. Large and small retailers that were once skeptical of conducting lighting promotions in their stores are now anxious to participate and are ordering higher quantities from the manufacturers.

The Upstream Lighting Program is extremely cost effective with a Total Resource Cost (TRC) of over 7.

LESSONS LEARNED

PG&E continues to expand its upstream program to other market segments and introduced Low Wattage T8 lamps and LED open signs to its list of product offerings targeting commercial customers through Big-Box retailers & “do-it-yourself” Home Centers. Recognizing the potential to reach a large number of commercial customers, PG&E continues to search for new energy saving and Innovative products to promote through this channel. Products such power strips with personal occupancy sensors and LED products such as task lighting are currently being explored.

Another channel recently opened by the Upstream team is PG&E’s Electrical Distributor Rebate Program (EDRP). PG&E is working directly with Electrical and Lighting Distributors to promote the use of more energy efficient options to both contractors and customers. Incentives are provided directly to the distributor who uses the incentive to lower the cost to their customers. In addition to providing incentives EDRP gives PG&E the ability to train and influence distributors to promote the use of energy efficient products to contractors and customers otherwise underserved.

PG&E takes a collaborative approach with manufacturers, making sure that consumer needs are met in the marketplace. As manufacturers express interest in participating in the upstream lighting program, PG&E invites them to meet face-to-face and demonstrate their products. A team within PG&E reviews the products, looking for ways they can be improved. The feedback from this process provides manufacturers with crucial information in making better products.

The Upstream Lighting Program also works with industry players to introduce new lighting technology and to develop the availability of CFLs for specific applications. The development of LED holiday lights, LED night lights with photo sensors, smaller CFLs and CFLs with candelabra bases to fit more applications, three-way and dimmable CFLs has been enhanced by communicated research from PG&E. The program also provides additional incentives to manufacturers who roll out enhanced products such as dimmable or covered CFLs.

The Manufacturer Buy-down and Retailer Point-of-Sale Instant Discounts have been very successful elements of the program. Customers really like the instant discount provided at the point-of-sale. They appreciate the lower price and the reduced hassle that was previously caused by mail-in rebate programs. These program elements also significantly reduce administrative costs by doing away with traditional rebate application processing.

PROGRAM AT A GLANCE

Program Name: Upstream Lighting Program

Targeted Customer Segment: Mass Market residential and small business customers

Program Start Date: 1999

Program Participants: 31 million CFLs have received incentives through this program from 2000-2006.

Annual Energy Savings Achieved: 514 GWh in 2006; total savings 2000-2006 are 2,371 GWh

Peak Demand (Summer) Savings Achieved: 35 MW total (2000-2006)

Other Measures of Program Results to Date: PG&E has incentive agreements with 13 manufacturers who have partnered with over 640 retailers, representing over 2,000 retail locations in PG&E service territory.

Budget: \$54 million for 2007

Funding Sources: California public goods charge (public benefits fund)

Best Person to Contact for Information about the Program

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*Residential Lighting Programs
Honorable Mention*

***Community Lighting Events
Efficiency Vermont***

PROGRAM OVERVIEW

Efficiency Vermont's community lighting events are a cross-sector approach designed to secure energy savings in hard to reach markets. The program approach is to work with local citizen groups to catalyze every household and business within a community to change a least one incandescent light bulb to a CFL. Services provided by Efficiency Vermont include support of community structures, groups or individuals to develop a project, outreach with local retailers and providing incentives that allow retailers to write-down the price of CFLs.

Efficiency Vermont's Community Lighting Program works with interested community groups to develop specific goals for energy use reduction campaigns. Staff also assist in selecting appropriate strategies, identifying additional resources, providing implementation assistance including marketing materials and financial incentives.

The first Efficiency Vermont community CFL event was in 2003. At that time, Efficiency Vermont considered approximately 20 candidate communities. The general selection criteria included population, the number of households, existence of environmental advocates, the presence of an Efficiency Vermont Retail Lighting Partner, local media, a local school, and a physical town center.

The Village of Poultney was selected in 2003. These same general criteria are still considered today in deciding whether to support a request for a community CFL event. Most of the subsequent community CFL events were initiated because of the success of the Poultney Change-a-Light CFL event. That is, groups such as grassroots organizations, town conservation and/or energy committees in these communities approached Efficiency Vermont with requests of support for community CFL events similar to Poultney.

Efficiency Vermont has now supported and participated in many community CFL events. No two events have been the same, and Efficiency Vermont's service delivery has matured since 2003. The following are services Efficiency Vermont has offered in support of community CFL events:

1. *An Efficiency Vermont liaison:* Efficiency Vermont assigns a staff person to serve as an advisor to the community and as a liaison with the other Efficiency Vermont services necessary to implement and manage a community CFL event.
2. *Pricing and supply of CFLs:* Efficiency Vermont has arranged, in conjunction with manufacturers and local lighting retail partners for an adequate supply of CFLs at special reduced retail pricing to meet the community CFL event goals.

3. *Retail merchandising support:* Efficiency Vermont assists its ENERGY STAR Lighting Retail Partners with enhanced merchandising of the CFL products, with materials such as Point of Purchase (POP) signs, “end cap” displays, and interactive displays to demonstrate the energy saving benefits of CFLs.
4. *Cooperative advertising:* Efficiency Vermont has funds in its annual budget for cooperative advertising with its ENERGY STAR Lighting Retail Partners. Starting with the Manchester Challenge in 2005, Efficiency Vermont made these funds available on a matching basis to groups engaging in community CFL promotions.
5. *Retail events:* Efficiency Vermont and its ENERGY STAR Retail Lighting Partners schedule weekend “Retail Events” at Retail Partner stores. A typical event includes stocking the store with additional CFL lighting inventory to handle the increased sales volume on the day of the event; cooperative advertising of the Retail Event by the store, community group, or both, in local newspapers; and a display table at the store, staffed by community group representatives and occasionally Efficiency Vermont staff. The display table has colorful Point of Purchase signs; educational literature about CFLs, including the benefits of CFLs and their proper disposal; and interactive displays.
6. *CFL and mercury education:* ENERGY STAR has developed an extraordinarily useful education pamphlet, the ENERGY STAR CFL Partner Resource Guide. This pamphlet is a great primer for educating community group members about CFLs, with a view to informing the rest of the community about CFLs. Additionally, Efficiency Vermont, in conjunction with Vermont’s Mercury Education and Reduction Campaign and other state programs and agencies, has developed a fact sheet about CFLs and mercury regarding proper disposal and procedures for managing breakage incidents.

PROGRAM PERFORMANCE

Community lighting events have been held in Poultney, Middlebury, Manchester, Pittsford, and Bennington. The number of CFLs sold at each of these events is as follows: Poultney, 4,700; Middlebury, 7,000; Manchester, 42,000; Pittsford, 3,000; and Bennington, 39,500.

Each of these towns has a distinct identity, and thus provided different types of challenges in conducting the community events.

LESSONS LEARNED

Community lighting events provide exceptional opportunities to gain media attention and community awareness. They build civic pride while achieving savings for customers, supporting community economic development and helping the environment. Several lighting challenges, some in partnership with the EPA’s annual “Change-a-Light” campaign, have made statewide and regional news. These events have additional high added-value effects in Vermont, because

they mobilize grassroots activity and empower individuals to contribute to enhancing their own communities. Vermont enjoys a national reputation for the active engagement of its citizens in addressing global climate change. Efficiency Vermont's frequent presence in this type of challenge program has strengthened public awareness of the Efficiency Vermont role in assisting homeowners and other ratepayers to participate actively in an enterprise that has well-recognized high value to the state.

PROGRAM AT A GLANCE

Program Name: Community Lighting Events

Targeted Customer Segment: Residential customers in targeted communities

Program Start Date: 2003

Program Participants: Five communities have held events since 2003

Annual Energy Savings Achieved: Not available.

Peak Demand (Summer) Savings Achieved: Not available.

Other Measures of Program Results to Date: 96,200 CFLs sold at community events to date.

Budget: About \$150,000 in 2006.

Funding Sources: Systems benefit charges

Best Person to Contact for Information about the Program

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