

Summary of Utility and Regional Energy Efficiency Program Sponsors' 2003 Lighting Programs

As of February 2003

Incentive Programs

CALIFORNIA

Flex Your Power does not currently have any funding and therefore is not doing any promotions. Last week the California Public Utility Commission awarded them \$400,000 to continue some of the promotional activities they were doing last year. Details on a plan for this funding are not yet clear.

The California Investor Owned Utilities (IOU) have recently received approval from the California Public Utility Commission (CPUC) to offer rebates similar to 2002 from Jan. 1, 2003 - March 31, 2003. Approval from the CPUC for the remaining program year is expected in March. Generally speaking, only appliance and HVAC rebates are currently available through the IOU's. However, PG&E, SCE and SDG&E have indicated that lighting products will be discounted either through manufacturer incentives, instant or mail in rebates. SCE, PG&E and SDG&E are getting ready to send letter out to the industry for proposals for their lighting program. They will try to make the plan as uniform as possible. The letter will be going out with the three IOU names on the letter. Basically, the IOU's are requesting proposals come back with upstream (manf incentives) mid-stream (retail instant) or downstream (direct rebate to customer) The also mentioned that they will "entertain" possible co-op ideas provided the incentive/rebate is included as well.

SDG&E - Neil Sybert (858) 636-5795 nsybert@semprautilities.com

PG&E - Terry Pang (415) 973-8971 txp3@pge.com

SCE - Richard Greenburg (626) 302-8735 richard.greenburg@sce.com

LADWP (Los Angeles Department of Water and Power)

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Fixtures</i>	10	1/1/2003 to 12/31/2003	Rebate - Mail-in	Promoted via utility webpage, bill inserts. Torchieres also promoted at events.	All manner of lighting retailer
<i>Ceiling Fans</i> *only ceiling fans w/ light kit	20	1/1/2003 to 12/31/2003	Rebate - Mail-in	Promoted via utility webpage	All manner of lighting retailer

Contact - Ed Petok (213) 367-4939 epetok@ladwp.com

SMUD (Sacramento Municipal Utility District)

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Fixtures</i>	10	1/1/2003 to 12/31/2003	Rebate - Mail-in	Promoted via utility webpage	All manner of lighting retailer
<i>Ceiling Fans</i> *only ceiling fans w/ light kit	20	1/1/2003 to 12/31/2003	Rebate - Mail-in	Promoted via utility webpage	All manner of lighting retailer

Contact - Janis Erickson, 916-732-5477, janis.erickson@smud.org

Alameda Power and Telecom, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$2	4/1/03-5/31/03	coupon	Coupon valid for any ENERGY STAR qualified CFL	Must be purchased at local retailer

Contact: Meredith Owens, 510-748-3947, mowens@alamedapt.com

City of Anaheim Public Utilities, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$5	4/1/2002-6/30/2003	Rebate-mail in	Marketed via Anaheim Advantage Home Incentives Program	
<i>Ceiling Fans</i> *only ceiling fans w/ light kit	\$50	4/1/2002-6/30/2003	Rebate-mail in	Marketed via Anaheim Advantage Home Incentives Program	

Contact: Phil Hayes, 714-765-4267, phayes@anaheim.net

City of Pasadena, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Ceiling Fans</i> *only ceiling fans w/ light kit	Up to \$50	Ongoing	Rebate-mail in	Consumer info provided via web site	\$40 rebate applicable to any retailer; \$50 rebate if purchased from a Pasadena retailer

Contact: John Hoffner, 626-744-4420, jhoffner@ci.pasadena.ca.us,

City of Redding Electric Utility, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Fixtures</i>	40% of material cost, excluding tax & labor	1/1/03-ongoing	Rebate-mail in	While not an ES program, REU promotes T-8 or T-5 lamps/fixtures with electronic ballasts must replace existing T-12 lamps controlled by magnetic ballasts. Marketed via utility web site.	Encourages consumers to shop locally

Contact: Paul Ahern, 530-339-7241, pahern@ci.redding.ca.us

City of Riverside, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$5 - \$25	9/1/02-ongoing	Rebate-mail in	Consumers received various rebates when they purchase a certain dollar amount (tiered system) of CFLs. Marketed via utility web site.	
<i>Fixtures</i>	\$5 - \$25	9/1/02-ongoing	Rebate-mail in	Consumers received various rebates when they purchased a certain dollar amount (tiered system) of Fixtures. Marketed via utility web site.	
<i>Ceiling Fans</i> *only ceiling fans w/ light kit	\$20	9/1/02-ongoing	Rebate-mail in	With light kit. Limit of three per household. Marketed via utility web site.	

Contact: Michele Kovach, 909-826-5817, mkovach@ci.riverside.ca.us

Imperial Irrigation District, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Portables</i> *includes table and desk lamps	Up to \$32	Summer 2003, timing <i>not</i> confirmed	Rebate-mail in	Limit of 1000 total units—Details TBD	

Contact: Phillip Falkenstein, 760-339-9743, prfalkenstein@iid.com

Silicon Valley Power, City of Santa Clara, CA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$5	ongoing	Rebate-mail in	Quarterly Lighting Catalog: Purchase qualified compact fluorescent light bulbs and receive a \$5 rebate through the Plug-Ins Catalog.	Purchase through printed utility Catalog
Fixtures	\$5	ongoing	Rebate-mail in	Quarterly Lighting Catalog: Purchase qualified compact fluorescent light bulbs and receive a \$5 rebate through the Plug-Ins Catalog.	Purchase through printed utility Catalog
Ceiling Fans *only ceiling fans w/ light kit	\$10	ongoing	Rebate-mail in	Quarterly Lighting Catalog: Through Plug-Ins Catalog purchases only. Light kits only	Purchase through printed utility Catalog

Contact: Joyce Kinnear, 408-615-5686, jkinnear@siliconvalleypower.com

ENERGY STAR Lighting Programs of CPUC California 3rd Party Implementers

Davis Comprehensive Energy Efficiency Program: The City of Davis is running a pilot model energy efficiency and education program, proposing to reach virtually all Davis residents with energy saving information through a combination of special events, canvasses, mailings, tabling, and other outreach efforts. The project provides free goods and services, such as: compact fluorescent light bulbs, energy efficiency trainings, and air conditioner tune-ups. For more information: <http://www.cityofdavis.org/deep/aboutdeep.cfm>

ENERGY STAR CFL Program for Small Hardware and Grocery Retailers: This program is designed to increase the sale of ENERGY STAR compact fluorescent lamps (CFLs) in small hardware and grocery stores which are in the Southern California Edison (SCE) and San Diego Gas & Electric (SDG&E) service territories. For more information: www.ecosconsulting.com/indexPrograms.html.

High Efficiency Appliance and Lighting Program (HEAL): The HEAL Program is active with San Diego builders to encourage them to install ENERGY STAR lighting in the homes they build. The builders can receive cash incentives to install and/or offer ENERGY STAR® qualified appliance and lighting fixtures for homebuyers and tenants. For additional information check: www.BuildingABrighterFuture.com.

LightWash: The LightWash Program offers free comprehensive lighting services and rebates that can improve lighting quality, cover a significant portion of installations costs, and reduce operating costs for eligible coin laundry stores with qualifying efficient lighting. LightWash offers free services and pays up to 100% of the cost to retrofit. Rebates for efficient lighting are available to coin laundry stores that are electric customers of Pacific Gas and Electric Company and receive water service from a participating water utility. Contact LightWash at 866-307-WASH (9274) or email lighting@lightwash.com.

San Diego Public Agency Information and Technical Support Program: This program is implemented in San Diego Gas & Electric Company's territory and builds off of SDG&E's Local Government and Rebuild America Programs. The Program provides energy information and education, strategic energy policy and planning to public agencies and local governmental jurisdictions in the San Diego Region. The primary element of the program is to assist local governments with developing a Comprehensive Energy Management Strategy including adopting an ENERGY STAR Procurement Policy. The program also plans to indirectly affect residential lighting, retrofit and new construction sectors.

San Diego Region Energy Resource and Education Center (SDERC): This program has developed a facility, centrally located in San Diego, that provides San Diego consumers with day-to-day, face-to-face access with experienced energy experts and a comprehensive energy resource center and library. The Center is a single source for energy-efficiency information, resources and programs and is designed to change how nonresidential customers make decisions about equipment purchases and operational practices.

The **South Bay Energy Rewards Program** (serving areas south and west of Los Angeles) is offering a rebate program to residents for a number of energy efficient products including ceiling fans.

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
Ceiling Fans *only ceiling fans w/ light kit	20	1/1/2003 to 12/31/2003	Rebate - Mail-in	Shelf signs, signs at register, consumer outreach via web site and events	Home Depot Sears

CONNECTICUT

Connecticut Light & Power, United Illuminating

Connecticut Light & Power (CL&P) and United Illuminating (UI) will be offering the following rebates on ENERGY STAR qualified CFLs and fixtures through 12/31/03:

\$3.00 CFL rebates

\$5.00 rebates on ENERGY STAR qualified exterior fixtures

\$10.00 rebates on ENERGY STAR qualified interior fixtures

\$20.00 rebates on ENERGY STAR qualified torchieres

Contact for Connecticut Light & Power: Applied Proactive Technologies - Gary Elliot, 413-731-9450, gary@appliedproactive.com

Contact for United Illuminating: Competitive Resources Inc. - Doug Cahill, 860-633-2936, DougCahill@aol.com.

IDAHO

Kootenai Electric Cooperative, ID

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Fixtures</i>	Amount unknown	ongoing	Rebare-mail in	ENERGY STAR labeled hard wired compact fluorescent light fixture. Consumer outreach via web site.	

Contact: Peter Anderson, 208-765-1200 x1213, panderson@kec.com.

ILLINOIS

Illinois Department of Commerce and Community Affairs/Midwest Energy Efficiency Alliance: MEEA will continue to administer the IL DCCA Residential ENERGY STAR® Lighting Program for 2002-2004. The program goals are to promote energy efficiency through education of consumers and market actors, as well as increase market penetration of energy efficient lighting products, reduce utility bills, and reach low- to moderate-income households in Illinois. Technologies promoted are qualified screw-in CFLs, torchieres, ceiling fans. Program includes a CFL rebate (see below), in-store trainings, at least 6 torchiere turn-in events, promotions and public outreach events. Turn-in events include direct consumer education on CFL's and ceiling fans. Program reaches out to over 200 individual retail locations that have signed onto the program using 2 field representatives to provide ongoing support, training and material to retailers.

Illinois DCCA also distributes energy efficiency kits that contain weatherization materials and one qualified CFL. These go to targeted residents of the state (low-income, elderly). 5,000 kits are done per year.

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$3	Early Spring 03-until Early Spring 04 or 50,000 bulbs are rebated	Rebate - Mail-in	Rebate coupons as POP; Brochures;	200 participating, but all lighting retailers in the state can participate.

Contact: Wendy Jaehn, 312.587.8390, WJaehn@MWAlliance.org

MAINE

Efficiency Maine intends to promote CFL rebates, Fixture rebates coming this spring. Details to come.

Contact: Applied Proactive Technologies - Gary Elliot , 413-731-9450, gary@appliedproactive.com.

MASSACHUSETTS/ RHODE ISLAND

NSTAR, National Grid (MA, RI), NSTAR, Cape Light Compact, Western Massachusetts Electric

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$2 for CFLs (per package)	January 1 – December 31, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Fixtures	\$15 for interior fixtures \$10 for exterior fixtures *6 fixtures per household	January 1 – December 31, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Portables *includes table and desk lamps	\$20 for torchieres \$15 for interior fixtures *6 fixtures per household	January 1 – December 31, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Ceiling Fans *only ceiling fans w/ light kit	\$15 for interior fixtures *6 fixtures per household	January 1 – December 31, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms

Contact: Applied Proactive Technologies - Gary Elliot , 413-731-9450, gary@appliedproactive.com.

MINNESOTA

Minnesota Department of Commerce, State Energy Office

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	Sales tax incentive	8/1/2001 to 7/31/2005	Rebate - Instant	Limited promotion of the waiver, only via state energy office website and through a Department of Revenue newsletter mailed to retailers.	All lighting retailers in the state.
Fixtures *Checking to see if waiver extends to portables and ceiling fans	Sales tax incentive	8/1/2001 to 7/31/2005	Rebate - Instant	Limited promotion of the waiver, only via state energy office website and through a Department of Revenue newsletter mailed to retailers.	All lighting retailers in the state.

Contact: Bruce Nelson, 651.297.2313

Minnesota Power

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$3	2/20/2003 to 3/31/2003	discount	99 cents for 2 pack of Lights of America CFL.	At participating Do It Best Hardware stores only.
<i>CFLs</i>	\$3	10/1/2002 to 6/1/2003	Rebate – Mail-in	POP, coupon labels	Participating retailers in MN Power territory

Contact: Matt Kok, 608-249-9322, mattk@weccusa.org.

SMMPA (Southern Minnesota Municipal Power Agency)

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$3	1/1/2003 to 12/31/2003	Rebate - Mail-in	Promoted via SMMPA participating member utilities	No Key retail outlets

Contact: Rick Holmes, 507.292.6418, rt.holmes@smmpa.org.

NEVADA

Nevada Power

Lighting activities being planned. More information to come. Most likely will be CFL-focused.

Contact: John Zugel, ECOS Consulting, (503) 525-2700 x114, Jzugel@ecosconsulting.com

NEW HAMPSHIRE

Public Service of New Hampshire, Granite State Electric, NH Electric Co-op, Connecticut Valley Electric, Unil Energy Systems

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$3.00 (per package)	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff, <i>NHSaves</i> Lighting Catalog	Lighting independent and national retailers, showrooms
Fixtures	\$15 for all interior fixtures \$10 for exterior fixtures	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff, <i>NHSaves</i> Lighting Catalog	Lighting independent and national retailers, showrooms
Portables *includes table and desk lamps	\$20 for torchieres \$15 for all interior fixtures	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff, <i>NHSaves</i> Lighting Catalog	Lighting independent and national retailers, showrooms
Ceiling Fans *only ceiling fans w/ light kit	\$15 for all interior fixtures	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff, <i>NHSaves</i> Lighting Catalog	Lighting independent and national retailers, showrooms

Contact: Applied Proactive Technologies - Gary Elliot , 413-731-9450, gary@appliedproactive.com

NEW YORK

Long Island Power Authority

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$3.00 per package *10 per household	January 1 – March 31 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Fixtures	\$10 for all interior and exterior fixtures *4 fixtures per household	January 1 – March 31 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Portables *includes table and desk lamps	\$15 for torchieres \$10 for interior fixtures *4 fixtures per household	January 1 – March 31 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Ceiling Fans *only ceiling fans w/ light kit	\$10 for interior fixtures *4 fixtures per household	January 1 – March 31 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms

Contact: Applied Proactive Technologies - Gary Elliot , 413-731-9450, gary@appliedproactive.com

OHIO

Ohio Department of Development

Ohio Department of Development is featuring ENERGY STAR qualified lighting products – CFLs and fixtures – at several Home and Garden Shows where they will be exhibitors.

Contact: Stjepan Vlahovich, (614) 466-0545

RHODE ISLAND See Massachusetts/Rhode Island

VERMONT

Efficiency Vermont

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$3.00 (per package) *6 per household	January 1 – March 31 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Fixtures	\$15 for interior and exterior fixtures *6 fixtures per household	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Portables *includes table and desk lamps	\$20 for torchieres \$15 for interior fixtures *6 fixtures per household	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms
Ceiling Fans *only ceiling fans w/ light kit	\$15 for interior fixtures *6 fixtures per household	January 1 – June 30, 2003	Instant coupons	In-store materials: POP, signage, coupons; in-store training of sales staff	Lighting independent and national retailers, showrooms

Contact: Applied Proactive Technologies - Gary Elliot , 413-731-9450, gary@appliedproactive.com

WASHINGTON/OREGON/MONTANA/IDAHO

Northwest Energy Efficiency Alliance

NW Alliance program promotes qualified lighting via online educational site: www.lightsite.net. Rebates are not conducted via the NW Alliance, however many utilities in the region offer lighting rebates during the year. A few are described in this document. NW Alliance makes cooperative funds available to retailers and manufacturers for advertising and in-store outreach. Emphasis on advertisement activities will be in March/April leading up to Earth Day and September/October in support of Change A Light. In 2003, field reps will approach retailers with co-op opportunities at grassroots level.

Contact: John Zugel, ECOS Consulting, 503-525-2700 x114, Jzugel@ecosconsulting.com

WASHINGTON

Clallam County PUD #1

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>Fixtures</i>	Vary	Ongoing	Mail-in	The PUD offers rebates for qualifying Energy Star light fixtures. Rebate levels and offers vary. Consumers encouraged to contact utility by phone	
<i>Portables</i> *includes table and desk lamps	Vary	Ongoing	Mail-in	The PUD offers rebates for qualifying Energy Star light fixtures. Rebate levels and offers vary. Consumers encouraged to contact utility by phone	

Contact: Dave Johnson, 360-452-9771 x253, davej@clallampud.net

Puget Sound Energy, Bellevue WA

PSE is offering the rebate below as well as teaming up with Seattle City light on an efficient lighting fixture consumer education website, www.elflist.com.

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$3	10/02-10/03	Rebate-mail in	Limit of two \$3 dollar coupons per customer	Valid at local retailers only.

Contact: Nora Williams, 425-424-6687, nwilli@puget.com

Snohomish County PUD, WA

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
<i>CFLs</i>	\$3	7/1/02-ongoing	Rebate-mail in	Marketed via utility web site.	At local participating retailers only

Contact: Al Bandazy, 425-783-1739, AJBandazy@SNOPUD.com

WISCONSIN

Wisconsin Focus on Energy

The ENERGY STAR Extra is a retailer newsletter published monthly by WECC. It features articles on the appliance and lighting programs, news from the national level, and highlights local retail partners. New ENERGY STAR information stickers were developed to help consumers identify compliant lighting products. In addition, rebate information/coupons are folded behind the sticker to ensure consumers obtain the proper coupon with the proper purchase. Continuing their sales training efforts, Wisconsin will provide the bulk of its sales training through the program representatives. In addition, Wisconsin seeks to work with product manufacturers in order to provide more detailed training on compliant product features and benefits.

Product Type	Incentives (\$)	Beginning & End Date	Type of Incentive	Description of marketing, outreach, and consumer education associated with these activities	Key retail outlets for lighting efforts
CFLs	\$3	1/1/2003 to 6/30/2003	Rebate-mail in	Workplace bulb sales, in-store sales events, POP, advertising, retail newsletters	All manner of lighting retailers in participating territory
Portables *includes table and desk lamps	\$20 for qualified torchieres	1/1/2003 to 6/30/2003	Rebate-mail in	in-store sales events/turn-ins , POP, advertising, retail newsletters	All manner of lighting retailers in participating territory

Contact: Matt Kok, 608-249-9322, matk@weccusa.org

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As of February 2003

Change A Light 2003

Ohio Department of Development, Michigan Energy Office, Midwest Energy Efficiency Alliance and Wisconsin have expressed verbal commitments to participate in Change A Light for 2003. Wisconsin is interested in exploring the idea for a Unified Coupon for CFL's similar to what is being done for the Appliance Promotion on clothes washers. Xcel Energy (MN) plans "small promotions" around CAL, but no specifics. Other REPS have also communicated interest in CAL 2003. More information to come.

Lighting Catalog Activities/E-Commerce sites

NHSaves Lighting Catalog Printed seasonal catalog which features products for an efficient, comfortable and safe home. Copies are obtained via toll free number promoted on utility websites.

Northeast Utilities SmartLiving Program

Northeast Utilities (Connecticut Light & Power, Western Massachusetts Electric, and Public Service of New Hampshire) has been operating the SmartLiving Catalog (SLC) Program for five years. The SLC is a 'full-sized' catalog featuring a variety of energy saving products, with about three-quarters of the catalog dedicated to CFLs and compact fluorescent fixtures. The SLC is distributed to approximately 1.2 million Northeast Utilities residential customers every spring and fall. There is an online version of the SLC via Connecticut Light and Power website.

ENERGY STAR Lights Catalog (RI, MA, VT, Long Island)

Several NEEP sponsors support the development and distribution of a catalog featuring CFLs and various hardwire and plug-in ENERGY STAR qualified lighting fixtures. In 2001 and 2002, about 300,000 catalogs ENERGY STAR Lights catalogs were distributed in Rhode Island, Massachusetts, and Vermont. On Long Island, customers of LIPA – the electric utility serving Long Island – via a Website, can assess a scaled back version of the catalog. (Massachusetts, Rhode Island, and Vermont customers can use the Internet to order qualifying products from EFI electronically as well; on Long Island, there presently is no printed catalog – only the electronic version of it.)

Energyguide.com is an efficient products retail website. All types of qualified lighting are promoted there. Efficiency Vermont and other REPS promote this website.

Energywise Catalog is an online catalog promoted by LIPA. All types of qualified lighting are promoted there. Consumers may order online or via toll free phone number.

Lighting Showroom Outreach

New England/ Long Island – NEEP Partners

Participants: National Grid (MA, RI), NSTAR, Efficiency Vermont, Cape Light Compact. Coming soon: Long Island Power Authority, Western Massachusetts Electric, Connecticut Light & Power, United Illuminating and in Maine.

NEEP sponsors in Rhode Island, Massachusetts, Vermont, and Long Island are supporting an ENERGY STAR initiative that encourages more lighting showrooms to participate in the regional Residential ENERGY STAR Lighting Program. This is an ongoing activity. The sponsors are giving lighting showrooms a \$20/fixture stocking incentive (each utility has various requirements) to display ENERGY STAR qualified fixtures. Regionally, approximately 40 stores are participating in this showroom program. In addition to the \$20 stocking incentive, the stores are provided with rebate coupons for their customers that offer incentives ranging from \$10 to \$20 for various ENERGY STAR qualified fixtures. Cooperative advertising dollars are also available to the showrooms.

Goals of the Lighting Showroom Program are: increased availability and visibility of ENERGY STAR fixtures in lighting showrooms; encourage manufacturers to make more ENERGY STAR fixtures; better relationship with utilities/ lighting showrooms; develop relationship with utilities' new construction program.

NYSERDA Special Projects Initiative with Lighting Showrooms

Energy Federation Inc. (EFI) from Westborough, MA has received funding from NYSERDA to encourage several national brand fixture manufacturers to develop moderate to higher end ENERGY STAR qualified lighting fixtures. The objective of the project will be to identify 30-40 such fixtures, supplied by 4-6 different manufacturers. EFI intends to make a commitment to purchase significant quantities of these fixtures (i.e., somewhere between 100 and 500 annually) to supply lighting showrooms and specialty retailers, and to sell through Systems Benefit Charges (SBC) supported lighting catalog or direct marketing programs. Every effort will be made to have any direct marketing programs complement retail programs.

The program will provide manufacturers with (a) Assistance developing and qualifying ENERGY STAR qualified fixtures; (b) Incentives to reduce the (wholesale) cost of fixtures to prices comparable to similar incandescent fixtures (c) Placement in certain energy efficient products catalogs, and opportunities to be featured in, or promoted to, other SBC funded programs – for both residential retrofit and new construction.

The program will provide retailers (e.g., lighting showrooms, perhaps some electric distributors) with (a) Free standing displays of qualifying ENERGY STAR qualified fixtures with point of sale materials to help salespeople promote and sell the fixtures; (b) Cooperative marketing funds to support print, media, or other advertising campaigns promoting the ENERGY STAR qualified fixtures. (c) Access to purchase good quality ENERGY STAR lighting fixtures at reduced prices (incentives), with rapid order fulfillment, and without a requirement to inventory more than sample or display products.

New Jersey for ENERGY STAR (Public Service Electric & Gas, Conectiv, Jersey Central Power & Light)

The New Jersey utilities offered cooperative advertising in 2002 for lighting retailers and manufacturers. Plans for 2003 are on hold until further notice. The program is continuing to offer retailers sales training and marketing materials.

Illinois Department of Commerce/Midwest Energy Efficiency Alliance

Retail training with an exclusive lighting focus. Training includes CFL's, torchieres and ceiling fans. It does not include fixtures. Program has two field reps that provide POP material, training to staff on product knowledge issues and upcoming promotions. Materials they have used in the past include brochures, cheat sheets, tattoos and pocket cards.

Wisconsin Focus on Energy and Minnesota Power

Comprehensive retail training program that has four separate components - two types of training and two methods of training: Product Knowledge Training and Promotion Training. There are 6 field reps implementing retail training for participating retailers. Training is on all qualified products, but focuses on appliances and CFL's.

Product Knowledge Training focuses on educating retail training staff on the features of ENERGY STAR products, the benefits of purchasing and using them and consumer FAQ's. The Promotion Training educates retail staff on what promotions are being run and on what items, how consumers can access the rebates and provides an FAQ on the rebates. These training are conducted in either a Formal Training setting or on a drop-in basis. Formal training is usually done at staff meetings or other regularly scheduled store staff events. They tend to involve all or most of the retail staff at an individual basis. The drop-in training is done as field reps visit stores, they will provide updates to staff that is present on an as available basis. Sales associates that are trained may receive a certificate saying as much.

California

No information available yet from PG&E, SMUD or SCE. LADWP is currently planning training efforts for retailers. SDG&E conducts trainings via "product knowledge" classes for sales employees as well as impromptu sales associate training on the sales floor. An overview on ENERGY STAR lighting products and information on their incentives or rebates is given.

Northwest Energy Efficiency Alliance

A variety of resources have been developed over the years to assist lighting retailers in the Northwest in obtaining and selling energy efficient lighting. These include training and support from program representatives, co-op advertising opportunities, partner matchmaking with participating utilities, development and implementation of PR events and turn-ins. In addition there are online information resources regarding lighting at the Northwest's www.lightsite.net and www.betterbulbsdirect.com (to help retailers obtain products). In 2003, the NW Alliance seeks to penetrate lighting showrooms in conjunction with EPA's ALA strategy, with a focus on new construction, the NW Alliance formed the Residential New Construction team in the Fall of 2001. Through this effort, the Alliance developed <http://www.lightingplans.com/> as a resource to the building community.