



2007 ENERGY STAR® Summary of Energy Efficiency Program Sponsors (EEPS) Lighting Programs

Updated September 2007

The 2007 ENERGY STAR® Summary of EEPS Lighting Programs provides an overview of select EEPS-sponsored programs for ENERGY STAR qualified CFLs and residential light fixtures. The guide provides information about incentives, marketing activities, consumer education and outreach, contact information, and other relevant details for programs sponsored by ENERGY STAR partner utilities and program sponsors.

This document is divided into two sections. The first section provides a quick summary chart of EEPS program information. The second section lists more detailed information about lighting activities undertaken by EEPS partners, including contact information for each partner.

If you have any questions or comments about this guide, please contact your ENERGY STAR Account Manager.

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ENERGY STAR® Lighting Program Summary Chart

Region	States	Partner Name	Annual Budget	Target Population	Incentives		Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures			
California	CA	Flex Your Power	<i>Not stated</i>	12 million			√		Year-round
		Los Angeles Department of Water & Power	\$8.8 million	1.2 million	√			√	May-Dec '07
		Pacific Gas & Electric	\$20 million	4.5 million	√	√	√		Year-round
		Sacramento Municipal Utility District	\$2.1 million	520,000	√	√	√		Year-round
		San Diego Gas & Electric	\$5.1 million	1.2 million	√	√	√		Year-round
		Silicon Valley Power	\$130,000	109,000	√	√	√	√	Year-round
		Southern California Edison	\$26 million	4.5 million	√	√			Nov. '07 – Oct. '08
Hawaii	HI	Hawaiian Electric Company, Inc.	<i>Not stated</i>	879,180	√		√		Year-round
		Kauai Island Utility Cooperative	\$24,000	<i>Not stated</i>				√	Year-round
Mid-Atlantic	MD	Baltimore Gas and Electric Company	<i>Not stated</i>	1.1 million	√		√		Year-round
		Maryland Energy Administration	\$250,000	1.1 million	√			√	Year-round
	PA	Pennsylvania Department of Environmental Protection	\$10,000	<i>Not stated</i>	√		√		'07-'08 School year
Midwest	IA, IL, SD	MidAmerican	<i>Not stated</i>	<i>Not stated</i>		√	√		Varies by activity
	IA	Waverly Light and Power	<i>Not stated</i>	<i>Not stated</i>	√		√		Varies by activity
	IA, KY, MI, MN, OH, WI	WECC / Focus on Energy	\$5.8 million	<i>Not stated</i>	√	√			Varies by activity
	IL, MO	Ameren	\$130,000	2.4 million	√				Varies by activity
	IL, IN, MN, MO	Midwest Energy Efficiency Alliance	\$4.5 to 5 million	<i>Not stated</i>	√		√	√	Varies by activity
	MN	Alexandria Light and Power	\$8,000	<i>Not stated</i>	√				Varies by activity
		Barnesville Municipal Utility	\$1,000	2,200	√			√	Year-round
		Dakota Electric Association	\$7,600	95,000	√		√		Varies by activity
		Marshall Municipal Utilities	\$6,090	13,000	√		√		Year-round
		McLeod Cooperative Power	\$4,200	5,500	√				Varies by activity
		Southern Minnesota Municipal Power Agency	\$100,000	105,000	√		√		Varies by activity
		Willmar Municipal Utilities	\$4,000,000	18,000	√				Varies by activity
		Xcel Energy	\$400,000	1.3 million	√			√	Fall '07
	MO	City Utilities of Springfield, Missouri	\$60,000	106,094	√		√		TBD
	NE	Nebraska Public Power District	\$256,000	264,000	√				Nov. '07 – Dec. '07
WI	Barron Electric Cooperative	\$2,000	<i>Not stated</i>	√				Jan. – Dec. '07	
	Taylor Electric Cooperative	\$1,300	3,700	√	√		√	Varies by activity	
	Vernon Electric Cooperative	<i>Not stated</i>	1,400	√		√		Varies by activity	
Northeast	CT, MA, NY, RI, VT	Northeast ENERGY STAR Lighting Initiative	\$11.4 million	4.5 million	√	√	√		Varies by activity
	CT	Connecticut Light and Power	\$5 million	1.1 million	√	√			Varies by activity
		United Illuminating Company	\$640,000	311,000	√	√			Varies by activity
	MA	Cape Light Compact	\$300,000	<i>Not stated</i>	√	√	√	√	Varies by activity
		National Grid	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
		NSTAR Electric	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
		Western Massachusetts Electric Company	<i>Not stated</i>	<i>Not stated</i>	√	√	√		Varies by activity
	NJ	New Jersey Clean Energy Program	\$3 to 4 million	<i>Not stated</i>	√	√	√		Fall '07
	NY	Long Island Power Authority	\$4.3 million	950,000	√	√	√		Varies by activity
		NYSERDA	\$2.45 million	6 million	√	√	√		Year-round
VT	Efficiency Vermont	\$1.2 million	280,000	√	√	√		Varies by activity	
Northwest	ID, WA	Avista Utilities	<i>Not stated</i>	<i>Not stated</i>	√				TBD
	ID	Idaho Power Company	<i>Not stated</i>	<i>Not stated</i>	√		√		Varies by activity
	ID, MT, OR, WA	Northwest Energy Efficiency Alliance	\$1 million	8 million			√		Year-round

ENERGY STAR® Lighting Program Summary Chart

Region	States	Partner Name	Annual Budget	Target Population	Incentives		Marketing / Outreach	Other	Program Dates
					CFLs	Fixtures			
	ID, UT, WA	PacifiCorp (Rocky Mountain Power and Pacific Power)	\$543,427	776,543	√	√	√		Varies by activity
	MT	NorthWestern Energy	\$1.6 million	260,000	√	√			TBD
		Southeast Electric Cooperative	Not stated	Not stated			√		Sep-Nov '07
	OR	Energy Trust of Oregon	\$675,000	1.3 million	√			√	Varies by activity
		Eugene Water & Electric Board	Not stated	80,000	√	√			Year-round
	WA	Okanogan County PUD #1	\$37,500	14,000				√	Year-round
		Puget Sound Energy	\$3.4 million	1 million	√	√	√		Year-round
		Seattle City Light	Not stated	Not stated	√	√	√		Varies by activity
		Snohomish County PUD No.1	\$1.02 million	300,000	√	√	√		Year-round
	Southeast	AR	Arkansas Energy Office	TBD	2.8 million			√	
AR, LA, MS, TX		Entergy	\$20,000	2.5 million			√	√	Year-round
FL		JEA	\$600,000	360,000	√		√		Varies by activity
		Georgia Power	Not stated	2.1 million			√		Year-round
GA		Jackson Electric Membership Corporation (JEMC)	Not stated	182,000	√		√		Varies by activity
		E.ON U.S.	\$5,000	980,000			√		Year-round
KY		Pike County Government	Not stated	Not stated			√		TBD
		Mississippi Power	Not stated	Not stated	√		√	√	TBD
Southwest	AZ	Arizona Public Service	\$1.8 million	Not stated	√		√		Year-round
	CO	Platte River Power Authority	\$225,000	124,000	√				Fall '07
		Xcel Energy	\$800,000	1.3 million	√			√	Fall '07
	NV	Nevada Power / Sierra Pacific Power	\$2.5 million	1 million	√	√	√		Year-round
	TX	Reliant Energy	Not stated	Not stated	√		√		Aug. – Dec. '07

Lighting Program Details

SOUTHEAST		
AR	<p>Arkansas Energy Office Susan Recken 501-682-7334 srecken@1800arkansas.com</p>	<p>Program Goals: Promote ENERGY STAR qualified CFLs and fixtures to entire state population.</p> <p>Marketing/Outreach: Cooperative marketing and consumer education plans for CFLs and fixtures currently under consideration. Implementation starting in July 2007 with strong focus on the Change a Light Campaign. Further details TBD. Solicitation through contact with Energy Office. <u>Looking to collaborate with retail partners.</u></p> <p>Web Site: www.1-800-arkansas.com/energy</p>
AR, LA, MS, TX	<p>Entergy Linda Baynham 504-576-3877 lbaynha@entergy.com</p>	<p>Program Goals: Gather pledges to change out incandescent bulbs to CFLs. Increase availability of rebate coupon and promotional materials in local retail stores.</p> <p>Marketing/Outreach: CFL promotions in local stores.</p> <ul style="list-style-type: none"> • Giving away 10,000 15 watt (approximate wattage) CFL bulbs. • Holding five "State President" events on Change a Light Day, October 3 (1 in each jurisdiction – AR, LA, New Orleans, MS, S.E. TX). • Holding five additional events on October 3 coordinated by Customer Service Management group. • Giving 100 school presentations throughout the month. • Internal employee communications including sending them to pledge website and goal of 2,500 pledges. <p>Other Activities: CFL change-out events in low-income households.</p> <p>Web Site: www.entergy.com</p>

Lighting Program Details

State(s)	Partner Name / Contact	Program Descriptions
FL	<p>JEA Brian Pippin 904-665-7051 pippbc@jea.com</p>	<p>Program Goals: Reduce energy consumption by 9.1 MW. Reduce the cost of CFLs to \$1 per bulb during promotional period. Change a Light pledge goal of 18,000 changed bulbs.</p> <p>CFL Incentives:</p> <ul style="list-style-type: none"> • Rebate coupons. Implementation from October 2007 – September 2008. Partner solicitation by Request for Proposals. Deadline for solicitation process is January 1, 2008. <u>Looking to collaborate with retail and manufacturing partners</u> (specifically Target retailer). • Buy-downs. Implementation from October 2007 – September 2008. Partner solicitation by Request for Proposals. Deadline for solicitation process is January 1, 2008. <u>Looking to collaborate with retail and manufacturing partners</u> (specifically Target retailer). <p>Market/Outreach: Fall home and patio show. Show will run from October 4-7, 2007. Show is part of the kick-off for the Change a Light campaign. Also, a JEA branch office CFL event. Event will run October 1-5, 2007. Event is another component of the Change a Light campaign kick-off.</p> <p>Web Site: www.jea.com/green</p>
GA	<p>Georgia Power Grace Burek 877-886-2540 grace@appliedproactive.com</p> <p>Vicki Nichols 404-506-6778 vdnichol@southernco.com</p>	<p>Program Goals: Provide consumer education on energy efficiency and ENERGY STAR lighting products. Increase consumer awareness and demand for ENERGY STAR lighting through educational initiatives and retailer/manufacture promotional awareness campaigns for consumers.</p> <p>Marketing/Outreach: Work with retailers, manufactures, utilities and government agencies to:</p> <ul style="list-style-type: none"> • Develop cooperative educational and promotional plans designed to educate consumers on the benefits of ENERGY STAR lighting and provide awareness to consumers on retailers' and/or manufacturers' ENERGY STAR promotional activities; • Develop ENERGY STAR product benefit information for point-of-purchase display in retailer stores; training for retailers that will highlight the benefits of ENERGY STAR lighting so retailers can pass this knowledge on to customers at point-of-purchase; and other initiatives and support as appropriate for increasing consumer awareness of ENERGY STAR lighting benefits. • Georgia Power is also holding promotional events to support the Change a Light Change the World Campaign. Events include: Change a Light Change the World Corporate kickoff event held at Georgia Power Corporate Headquarters, the Change a Light Bus Tour to be held at The Georgia Dome during an Atlanta Falcons Football game, corporate partner events, and in-store promotions. <p>Web Site: http://www.georgiapower.com/energystar/home.asp</p>

Lighting Program Details

State(s)	Partner Name / Contact	Program Descriptions
GA	<p>Jackson Electric Membership Corporation (JEMC) Amy Bryan 706-367-6111 Abryan@jacksonemc.com</p>	<p>Program Goals: 2,000 pledges for Change a Light 2007.</p> <p>CFL Incentives: In-home energy audit program, providing two free CFLs to participants. Year-round implementation. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Marketing/Outreach: 2,000 CFL giveaways for residential customers who sign up for Change a Light. Expanding its ENERGY STAR web content and customer outreach in 2007. Developing ENERGY STAR New Homes program and Home Performance with ENERGY STAR program which will each offer additional opportunities to communicate energy efficient lighting information to residential customers.</p> <p>Web Sites: www.jacksonemc.com, www.jacksonemc.com/Compact-Fluorescents.291.0.html</p>
KY	<p>E.ON U.S. [Louisville Gas & Electric Company / Kentucky Utilities Company] Cheryl Williams 502-627-3698 cheryl.williams@eon-us.com</p>	<p>Marketing/Outreach: Consumer education on benefits of CFLs. Year-round implementation. Further details TBD. <u>Looking to collaborate with retail and manufacturing partners.</u></p> <p>Web Site: www.eon-us.com</p>
KY	<p>Pike County Government Roger Ford 606-432-6247, ext. 394 info@AmericasEnergyCapital.com</p>	<p>Program Goals: Promote the use of CFLs to increase energy efficiency for consumers and businesses in Pike County, Kentucky.</p> <p>Marketing/Outreach: Consumer education activities.</p>
MS	<p>Mississippi Power Rose Ann Pegoda 228-865-5074 rapegoda@southernco.com</p>	<p>Program Goals: Reduce CO2 emissions by 1 million pounds annually through CFL distribution and pledges.</p> <p>Other Activities: Company facilities change out of all bulbs to CFLs in 2007. Give out CFLs and educational materials and gather Change a Light pledges through various events including: trade/consumer shows; community events; neighborhood blitzes; homebuilder associations and dealer meetings.</p> <p>Marketing/Outreach: Distribution of CFLs and educational materials to customers and employees. Community education about CFLs and the Change a Light campaign.</p>