

# Northeast Energy Efficiency Partnerships, Inc.



May 22, 2002

Linda Sandahl  
Pacific Northwest National Laboratory  
620 SW Fifth Avenue, Suite 815  
Portland, OR 97204

Dear Linda:

The Sponsors of the Northeast Regional ENERGY STAR Residential Lighting Initiative are pleased to offer this letter of support for the CFL Reflector Lamp Technology Procurement that is being organized by Pacific Northwest National Laboratory on behalf of the U.S. Department of Energy and the Northwest Energy Efficiency Alliance. We understand that the program's purpose is to encourage the introduction and sales of new, CFL reflector products designed specifically for application in residential Insulated Ceiling (IC) rated, airtight recessed can fixtures, and to help build their initial sales.

The Sponsors of the Regional Lighting Initiative, working with the Northeast Energy Efficiency Partnerships, aggressively promote ENERGY STAR residential lighting technologies – CFL lamps, fixtures, and ceiling fans - to over five million residential customers in six states in the Northeast (see Attachment A for a list of the regional Sponsors). The regional lighting program has invested over \$45 million in consumer rebates since 1998 to leverage the sale of over \$150 million in ENERGY STAR residential lighting products. The Sponsors also provide support to all participating lighting retailers, including frequent store visits, placement of POP materials, assistance with special promotions, and salesperson training. The Sponsors have invested in consumer advertising - TV, radio, and print - as well, winning the ENERGY STAR *Excellence in Consumer Education Award* each year for the past three years (see Attachment B for more specifics on the regional program effort).

Once winners to the CFL Reflector Products Technology Procurement are selected, the Regional Sponsors intend to provide rebates, marketing, and retailer support of the new CFL reflector products as part of our ongoing ENERGY STAR lighting program activities.

Please keep us informed of the progress of the solicitation as it moves forward.

Sincerely,

(for GR)

Glenn Reed  
Residential Program Manager  
Northeast Energy Efficiency Partnerships, Inc.

## Attachment A

### 2002 Sponsors of the Northeast Energy Efficiency Partnerships Residential ENERGY STAR® Lighting Initiative

Sponsors Participating in the Coordinated Program Rebate and Marketing Activities  
are in **BOLD**

| State/Sponsor  | Number of Households Served |
|--|-----------------------------|
| <b>Connecticut</b>   |                             |
| <b>Northeast Utilities (Connecticut Light and Power)</b>   | <b>1,032,125</b>            |
| <b>United Illuminating Company</b>   | <b>282,000</b>              |
| <b>Massachusetts</b>   |                             |
| <b>Cape Light Compact</b>  | <b>158,000</b>              |
| <b>National Grid USA (Massachusetts Electric)</b>  | <b>1,037,000</b>            |
| <b>Northeast Utilities (Western Massachusetts Electric)</b>  | <b>182,000</b>              |
| <b>NSTAR Electric</b>  | <b>771,000</b>              |
| <b>Unitil/Fitchburg Gas and Electric</b>   | <b>23,000</b>               |
| <b>New Hampshire</b>   |                             |
| <b>National Grid USA (Granite State Electric)</b>  | <b>31,000</b>               |
| New Hampshire Electric Cooperative   | -                           |
| Northeast Utilities (Public Service of New Hampshire)  | -                           |
| <b>New Jersey</b>  |                             |
| Conectiv Power Delivery  | -                           |
| GPU Energy   | -                           |
| <b>New York</b>  |                             |
| <b>Long Island Power Authority</b>   | <b>936,000</b>              |
| New York State Energy Research & Development Auth.   | -                           |
| <b>Rhode Island</b>  |                             |
| <b>Narragansett Electric</b>   | <b>404,000</b>              |
| <b>Vermont</b>   |                             |
| <b>Efficiency Vermont</b>  | <b>280,000</b>              |
| <b>Total Residential Households of Initiative Sponsors Participating in Coordinated Program Rebate and Marketing Efforts</b> |                             |
|  | <b>5,136,000</b>            |

## **Attachment B**

### Description of Joint Regional Lighting Program Activities

#### ***Accomplishments Since 1998***

The Regional Lighting Initiative began in 1998. To support their residential lighting program efforts, the Sponsors have:

- Through the end of 2001, provided over \$45 million in consumer rebates representing the sale of over \$150 million in ENERGY STAR bulbs and fixtures.
- Spent an additional \$6 million on coordinated, regional marketing activities over the past three years, including highly effective TV and radio campaigns.
- Through their program retail support contractors, completed over 6,000 visits in 2001 to lighting retailers to provide sales staff training, update eligible product listings, assist with the placement of point-of-purchase (POP) materials, and replenish lighting rebate forms.
- Distributed and/or displayed over 3 million pieces of POP material items in 2001 alone.
- Offered ENERGY STAR lighting sales training to ALL industry actors including retail storeowners, sales staff, manufacturer representatives, management, buyers groups, distribution centers, and corporate contacts. The training is designed to motivate increased sales and promotion of ENERGY STAR lighting products.
- Distributed over 15 million mail order catalogs promoting ENERGY STAR bulbs and fixtures. These catalogs complement our retailer-based sales and aid in new product introductions.
- Worked with manufacturers and retailers to implement several highly successful targeted promotional events; including over 50 torchiere turn-ins resulting in the purchase of over 100,000 ENERGY STAR torchieres.
- Provided co-op advertising funds to retailers and manufacturers.

The success of the Sponsors' efforts can be demonstrated in several ways:

- The number of retail outlets selling ENERGY STAR lighting products has increased substantially in the last four years and now includes lighting showrooms, supermarkets, and home improvement centers.
- For three consecutive program years – 1999, 2000, and 2001 – the Sponsors' regional marketing campaign was awarded EPA's *ENERGY STAR Excellence in Consumer Education Award*.
- Over 850 lighting retailers in the region participate in the Sponsors' ENERGY STAR lighting programs.