

## **APPENDIX 5.O: DESCRIPTION OF ONGOING AND PLANNED DEMAND-SIDE PROGRAMS**

### **Overview**

Kansas City Power & Light (KCP&L) developed our portfolio of programs using a multi-step process. KCP&L initiated this effort by participating in a Missouri market potential study by RLW Analytics with a statistically representative sample, by engaging RLW to study the KCP&L residential market potential and by engaging Summit Blue Consulting to study the market potential of KCP&L's commercial and industrial (C&I) customers. This data was used as an initial review of potential technologies and applications for residential homes, and for the C&I industry sectors. To determine cost effectiveness, KCP&L utilized DSMore, a cost effectiveness software tool. All residential electric technologies and a listing of potential C&I technologies were run through the model.

In addition, Morgan Marketing Partners, an energy efficiency planning and consulting firm, reviewed the RLW information. Measures were updated for incremental costs and verification of savings to reflect changes in markets and prices. For example, since the time of the RLW study the average costs for Compact Fluorescent Lamps (CFL) has declined. Additional measures were also added where appropriate to expand the technology/measure listing from the original RLW study.

The last step was a combining of similar measures that would be delivered in a single program that reduces administrative and marketing delivery costs. The new "programs" were also analyzed using DSMore for cost effectiveness. The program descriptions that follow are the result of that analysis and are put forth by KCP&L for consideration.

Planned new programs are both informational and direct impact programs. They target residential customers and C&I customers, and target both the retrofit and new construction markets.

The incentive levels set for the measures covered by both new and planned programs have been assessed through a cost-effectiveness analysis using the DSMore model that evaluated the Total Resource Cost (TRC), Utility Cost (UC), Ratepayer Impact Measure (RIM), Societal Test (ST) and Participant (PT) tests. The cost-effectiveness tests

account for the energy and demand savings, the associated avoided costs and net benefits to KCP&L, the incremental or installed costs, and the program costs.

In addition to helping customers reduce and manage their energy costs, these programs provide other societal and customer benefits. These include reduced greenhouse gas emissions, improved levels of service from energy expenditures, and lower overall rates and energy costs compared to other resource options.

KCP&L had developed demand-side and energy efficiency programs and had these approved by the Commission in its Comprehensive Energy Plan (CEP). These programs are shown below with detailed descriptions following. The proposed new programs are then listed with detailed descriptions following.

## **EXISTING PROGRAMS**

### **AFFORDABILITY – RESIDENTIAL**

- Low Income Affordable New Homes
- Low Income Weatherization

### **ENERGY EFFICIENCY – RESIDENTIAL**

- Online Energy Information And Analysis Program Using Aclara® Residential Suite.
- Home Performance With Energy Star® Program
- Change a Light
- Cool Homes
- Energy Star® New Homes
- Online Energy Information

## **ENERGY EFFICIENCY – C&I**

- Online Energy Information And Analysis Program Using Aclara® Commercial Suite
- Energy Audit and Energy Savings Measures Program
  - ❖ C&I Audits
  - ❖ Custom rebates for new construction
  - ❖ Custom rebates for retrofit projects
- Building Operator Certification

## **DEMAND RESPONSE - RESIDENTIAL**

- Energy Optimizer

## **DEMAND RESPONSE – C&I**

- MPower

## **PROPOSED ENHANCEMENTS TO EXISTING PROGRAMS**

### Energy Efficiency -Residential

- Cool Homes
- Home Performance with Energy Star® Home Energy Analyzer Plus

### Energy Efficiency – C&I

- C&I Rebate (Retrofit & New Construction)

- C&I Audit

## **PROPOSED NEW PROGRAMS**

### **SECTION 1: ENERGY EFFICIENCY – RESIDENTIAL**

- Appliance Turn-In
- Energy Use Monitor

### **SECTION 2: ENERGY EFFICIENCY – C&I**

- CUSTOM PRESCRIPTIVE INCENTIVE PROGRAM
- C&I RFP PROGRAM

## EXISTING AFFORDABILITY PROGRAMS

Program Name	<b>Low Income Affordable New Homes</b>
Objective	The program is designed to achieve energy-efficient new housing for the low-income community.
Target Market and Eligibility	This Program is available to builders of qualified new homes, within the KCP&L service territory, for persons having household earnings that meet designated income criteria.
Program Description	<p>Low Income Affordable New Homes establishes a partnership between KCP&amp;L and builders of homes for low-income customers in the KCP&amp;L territory. The focus of the program is to reduce the economic constraints typically associated with upgrading to more energy-efficient lighting fixtures, appliances, HVAC units, and insulation.</p> <p>By providing incentives to qualified home building organizations, KCP&amp;L is able to assist with the implementation of energy efficiency to provide affordable energy for to low-income customers. In addition, low-income households moving into the newly constructed homes will receive the energy savings tips that they can utilize in order to save money on their energy bills.</p>
Rebates and Incentives	<ul style="list-style-type: none"> <li>▪ Up to \$100 per home for installing Energy Star rated lighting fixtures</li> <li>▪ Up to \$200 per home for installing an Energy Star refrigerator</li> <li>▪ Up to \$800 per home for installing high-efficiency central cooling equipment (14 SEER or greater)</li> <li>▪ Up to \$400 per home for installing the following:               <ul style="list-style-type: none"> <li>a) R42 attic insulation or</li> <li>b) R25 floor insulation or</li> <li>○ R19 crawl space insulation</li> </ul> </li> </ul>
Channel Partner	
Tariff Approved Date	Missouri: 2/06/2007  Kansas: 7/23/07

Program Name	<b>Low-Income Weatherization</b>
Objective	Weatherization benefits low-income KCP&L customers by reducing heating and cooling bills by as much as 31% annually

	and by resolving energy efficiency concerns in their homes before their bills increase. Additionally, the money that customers save on their energy bill can be used for other critical household expenses.
Target Market and Eligibility	<p>KCP&amp;L owner-occupied residential customers in one-to-four unit structures. Renters may participate if the property owner pays 50% of the weatherization cost and agrees not to raise the rent for a pre-agreed period.</p> <p>KCMO or the Social Agency will select Customers eligible for Low-Income Weatherization using the following criteria: The Customer's household earnings at or below 185% of the current year Federal Poverty Level guidelines or below 60% of the state median income, whichever is higher for the number of persons in the residence, the residence must have energy consumption greater than 3,000 kWh per year, the Customer has received electric service from the Company for a minimum of one year prior to completion of an application, and other eligibility requirements defined in the agreement between the Company and KCMO or the Social Agency.</p>
Program Description	Qualified lower income customers can get help managing their usage and bills through KCP&L's Low-Income Weatherization Program. The program works directly with local Community Action Program (CAP) agencies that already provide weatherization services to low-income customers. KCP&L provides supplemental funds to CAP Agencies to cover the costs of additional cost-effective weatherization measures. Typical services include installing insulation, caulking windows, and repairing heating and central cooling systems.
Rebates and Incentives	The cost to the customer is free with the weatherization measures performed on the residence capping at \$3,500 per residence.
Channel Partner	City of Kansas City, MO (KCMO), East Central Kansas Economic Opportunity Corp, SE Kansas Community Action Program, Johnson County Human Services and Aging Weatherization Program, West Central MO Community Action Agency, MO Valley Community Action Agency, Central Missouri Community Action
Tariff Approved Date	<p>Missouri: 12/1/05</p> <p>Kansas: 12/09/05</p>

## EXISTING ENERGY EFFICIENCY-RESIDENTIAL

<b>Program Name</b>	<b>Online Energy Information And Analysis Program Using Aclara® Residential Suite.</b>
Objective	This is a free, online tool to help residential customers understand how they use energy in their home. It allows customers to see where their energy dollars go by end use, see how they compare to similar houses in their area, and find ways they can improve their home's energy efficiency.
Target Market and Eligibility	This product is for residential customers with Internet access.
Program Description	The online energy information and analysis program allows all residential customers with Internet access to retrieve their billing information and comparisons of their usage on a daily, weekly, monthly or annual basis. This tool will analyze the end use make-up of their home displayed by percentages. It will provide information on ways to save energy by end use through a searchable resource center. This tool also allows the user to analyze why their bill may have changed from one month to another. A home comparison displays an evaluation of the customer's home versus an average similar home via an Energy guide label concept.
Rebates and Incentives	None
Channel Partner	Aclara Software (formerly Nexus)
Tariff Approved Date	Missouri: 12/21/05  Kansas: 12/21/05

<b>Program Name</b>	<b>Home Performance With ENERGY STAR®</b>
Objective	<p>Home Performance with Energy Star (HPwES) is a program designed for existing homes. This Program may be applied to any home where the current resident is receiving service under any generally available residential rate schedule offered by the Company. All Assessments must be requested by the owner of the home. Program rebates are limited to one rebate per Assessment.</p> <p>This program is currently available in Missouri only.</p>

Target Market and Eligibility	<p>HPwES is an innovative program that strives to produce an economically sustainable model that captures significant energy savings by encouraging a whole-house approach to Energy Efficiency improvements in existing homes. The program begins with a whole-house energy assessment performed by trained and Building Performance Institute (BPI) certified contractors. The assessment is then provided to the homeowners to follow through and complete energy improvements to their homes. Quality Assurance is a primary function of this program.</p> <p>HPwES is a statewide approach coordinating efforts between the state sponsor, Missouri Department of Natural Resources' Energy Center (MODNR) and local partners. KCP&amp;L will collaborate regionally with the Metropolitan Energy Center (MEC) to implement a successful program in the Kansas City area.</p>
Program Description	KCP&L offers a Home Performance with Energy Star rebate of up to \$600 for customers who implement at least one qualifying energy efficient improvement that is recommended by the Home Performance certified contractor or consultant.
Rebates and Incentives	Missouri Department of Natural Resources – Energy Center (MDNR), Metropolitan Energy Center (MEC)
Channel Partner	1/23/08
Tariff Approval Date	Missouri: 1/23/08  Kansas: Pending

Program Name	<b>Change A Light</b>
Objective	<p>To encourage customers to use CFL's which do the following:</p> <ul style="list-style-type: none"> <li>• Use up to 75% less energy</li> <li>• Last up to 10 times longer</li> <li>• Save an average of \$30 in energy cost over the life of the bulb</li> <li>• Contribute to a cleaner environment while saving energy, money, and time.</li> </ul>
Target Market and Eligibility	Residential KCP&L customers who reside in Missouri and who wish to purchase and install energy-efficient lighting in their homes. Both single and multi-family customers are eligible.



Program Description	The Change A Light Program is a voluntary program and is designed to encourage the replacement of inefficient energy consuming lights by providing a rebate for a portion of the costs of Energy Star ® compact fluorescent light (CFL) bulbs. A \$2.00 in-store rebate is available from October through December toward the purchase of up to six CFL's. The Company's participation in such financial incentives is limited to the funds set forth in Appendix C of the Stipulation and Agreement approved by the Missouri Public Service Commission, Case Number EO-2005-0329.
Rebates and Incentives	KCP&L pays \$1.45 per bulb and GE pays \$0.55 per bulb toward the rebate amount.
Channel Partner	Midwest Energy Efficiency Alliance located in Chicago, IL
Tariff Approval Date	Approved Missouri: Annually – 10/01/05, 9/28/06, 9/30/07  Kansas: Withdrawn in 2005 and not re-filed in subsequent years

Program Name	<b>Cool Homes</b>
Objective	<p>Improve the operating efficiency of single and multi-family homes with central air cooling systems.</p> <p>Reduce energy consumption for single and multi-family homeowners through the tune-up and early replacement of working inefficient cooling equipment.</p> <p>Achieve market transformation through HVAC contractor training.</p>
Target Market and Eligibility	The target market for the program includes both KCP&L residential customers who have working inefficient central air conditioners and the HVAC contractors that serve this market. Targeted market customers are identified through the integration of weather data and billing analysis and the use of property tax records.
Program Description	<p>The Cool Homes program is a residential central air-conditioning rebate program designed to help reduce excess energy usage during the peak summer months and cut carbon dioxide emissions through the maintenance and early retirement of inefficient central air conditioning equipment.</p> <p>This program encourages residential customers to have existing cooling systems evaluated and if feasible, brought back to factory</p>

	specifications (re-commissioned), or replace less efficient, working central cooling systems with high efficiency central cooling systems.
Rebates and Incentives	<p>The Cool Homes program provides contractors incentives to provide recommissioning and quality installation practices and customer rebate incentives offered through participating HVAC contractors to help offset the early replacement equipment costs.</p> <p>Contractor Incentives:</p> <p>KCP&amp;L pays a \$35 incentive to the contractor for the unit testing which is typically 1/3 of the service visit. Contractors will receive \$45 upon completion of proper airflow and coolant recharge if the system requires Proctor Engineering will complete the processing for incentives, and will certify the efficiency of the HVAC system. The Program Administrator will pay contractor incentives upon successful completion of program standards.</p> <p>Customer Incentives:</p> <p>KCP&amp;L customers who use participating Cool Homes HVAC contractors to test, repair, and/or replace working A/C or heat pumps with high-efficiency equipment rated at 14 SEER or above may be eligible for a rebate. (\$650 : 14/15 SEER or \$850 : SEER +16). Rebates are applied, per system, toward the purchase of a high-efficiency A/C or heat pump through a Cool Homes HVAC service contractor. The program Administrator pays HVAC contractors for the customer incentives offered through the program.</p>
Channel Partner	Conservation Services Group (CSG), Proctor Engineering Group (PEG) and KCP&L service area HVAC contractors
Tariff Approval Date	<p>Missouri: 3/30/07</p> <p>Kansas: 7/12/07</p>

Program Name	<b>ENERGY STAR® New Homes</b>
Objective	Builders and developers will construct more energy-efficient homes and purchasers will benefit from reduced energy costs. A secondary benefit is the potentially increased value of the home and sustainability of the construction.

<p>Target Market and Eligibility</p>	<p>Builders of newly constructed residential structures three stories or less including site constructed homes, attached or detached homes, single or low-rise multi-family residential buildings, system-built homes (structural insulated panels or modular) and log homes.</p> <p>Homes can be qualified as an Energy Star® home through two different paths. The prescriptive path uses Building Option Packages, which represent a set of construction specifications for a specific climate zone. The performance path qualifies the home based on a home energy rating.</p> <p>Currently available to Missouri customers only..</p>
<p>Program Description</p>	<p>Energy Star New Homes will require that homes be constructed to a standard at least 15% more energy efficient than homes built to the 2004 International Residential Code (IRC), and include additional energy-saving features that typically make them 20–30% more efficient than standard homes. These savings are based on heating, cooling, and hot water energy use and are typically achieved through a combination of building envelope upgrades, high performance windows, controlled air infiltration, upgrading heating and air conditioning systems, tight duct systems, and upgraded water-heating equipment.</p>
<p>Rebates and Incentives</p>	<p>An \$800 rebate per home is available for qualified builders whose home meets ENERGY STAR requirements. KCP&amp;L will also pay for the rating and inspections directly to the energy rater, up to \$750 per home.</p>
<p>Channel Partner</p>	<p>KCP&amp;L is working with Metropolitan Energy Center (MEC), Kansas City Home Builders Association (KCHBA), builders, realtors and lenders</p>
<p>Tariff Approval Date</p>	<p>Missouri: 4/06/08</p> <p>Kansas: Pending</p>

## ENERGY EFFICIENCY-C&I

Program Name	<b>Online Energy Information And Analysis Program Using Aclara® Commercial Suite</b>
Objective	This is a free, online tool to help businesses understand how they use energy in their business. It allows customers to see where their energy dollars go by end use, find ways to lower the costs targeted to their business and see how their costs stack up against similar businesses It provides a benchmark for their energy costs.
Target Market and Eligibility	This product is for commercial customers with Internet access. The product is restricted to facilities with square footage of less than 100,000 square feet.
Program Description	The Business Energy Analyzer provides information to business customers on how they use energy based on their specific business type and equipment make-up.. It provides information on ways they can save energy and estimated payback based on making those improvements. This product is free to commercial and industrial customers with Internet access.
Rebates and Incentives	None
Channel Partner	Aclara Software (formerly Nexus)
Tariff Approval Date	Missouri: 2/12/06  Kansas: 12/22/06
Program Results	The Online Energy Information and Analysis Program is designed to be an informational program. Due to the educational nature of the program, savings will be difficult, if not impossible, to accurately measure, therefore KCP&L will provide usage reports rather than energy savings evaluations.
5 year budget	\$758,700

Program Name	<b>Energy Audit and Energy Savings Measures</b>
Objective	To encourage KCP&L's C&I customers to install energy efficient processes, refrigeration and other efficient equipment and controls.

Target Market and Eligibility	C&I customers interested in investigating energy efficiency measures opportunities for existing and new buildings.
Program Description	<p>KCP&amp;L's Energy Audit Program and Energy Saving Measures Program is designed to encourage energy efficiency improvements in building shells, installation of efficient electrical equipment in new buildings, and the replacement of inefficient electrical equipment in existing buildings. The program provides rebates for an energy audit and subsequent improvements in the energy efficiency of the building space and/or equipment.</p> <p>All custom rebates are individually analyzed to ensure that they pass the Societal Benefit/Cost Test. Any measure that is pre-qualified (evaluated prior to being installed) must produce a Societal Benefit/Cost test result of 1.0 or higher. In addition, the project's incremental payback must be greater than two years.</p>
Rebates and Incentives	<p>KCP&amp;L will offer rebates to customers to cover up to 50% of the cost of an energy audit. In order to receive the rebate, the customer must implement at least one of the audit recommendations that qualify for a KCP&amp;L equipment rebate. The energy audit rebate will be set at 50% of the audit cost up to \$300 for customers with facilities less than 25,000 square feet and up to \$500 for customers with facilities over 25,000 square feet. Customers with multiple buildings will be eligible for multiple audit rebates.</p> <p>Energy Saving Measures Program: This Program provides a rebate for installing qualifying higher energy efficiency equipment or systems, or replacing or retrofitting HVAC systems, motors, lighting, pumps or other qualifying equipment or systems with higher energy efficiency equipment or systems. Both new construction projects and retrofit projects are eligible to apply. To become a Participant in the Energy Saving Measures Program, Customers must request a rebate for an energy saving measures project by submitting an application to KCP&amp;L.SGS or SGA rates –</p> <p>Missouri: Retrofit Project: customer total \$7,299 New Construction: customer total \$9,124</p> <p>Kansas: Retrofit Project: customer total \$4,907 New Construction: customer total \$6,134</p> <p>MGS or MGA rates</p> <p>Missouri: Retrofit Project: customer total \$11,853 New Construction: customer total \$14,816</p> <p>Kansas: Retrofit Project: customer total \$7,968 New</p>

	<p>Construction: customer total \$9,960</p> <p>LGS or LGA rates</p> <p>Missouri: Retrofit Project: customer total \$41,821 New Construction: customer total \$52,276</p> <p>Kansas: Retrofit Project: customer total \$28,114 New Construction: customer total \$35,142</p>
Channel Partner	Energy efficiency vendors, trade and professional organizations
Tariff Approval Date	<p>Missouri: 7/10/06</p> <p>Kansas: 1/17/07</p>

Program Name	<b>Building Operator Certification (BOC)</b>
Objective	<p>Building Operator Certification is a market transformation effort to train facility operators in efficient building operations and management (O&amp;M), establish recognition of and value for certified operators, support the adoption of resource-efficient O&amp;M as the standard in building operations, and create a self-sustaining entity for administering and marketing the training. The program is a cost effective way to educate and encourage change leading to reduced energy consumption.</p>
Target Market and Eligibility	<p>This program is targeted to Commercial and Industrial building operator professionals interested in learning techniques to improve the energy efficiency of the facilities they manage.</p> <p>The certification courses funded by this program will be available through MDNR for any building operator employed by a company having at least one Missouri or Kansas commercial property receiving electrical service from KCP&amp;L. Reimbursements for the successful completion of the certifications are available to any building operator associated with at least one Missouri commercial property receiving electrical service from KCP&amp;L.</p>
Program Description	<p>BOC is a professional development program for building operators and maintenance staff. Level I training consists of a series of seven courses, 56 hours of instruction total, normally completed in seven months and five projects on energy and resource efficient operation of buildings. Level II training consists of six courses, 49 hours of instruction total, normally completed in six months and three projects. The goal of the program is to achieve measurable energy savings in the operation of buildings by training individuals responsible for day-to-day operations.</p>

Rebates and Incentives	KCP&L will reimburse the MDNR for the amount paid annually to license the Level 1 and Level 2 curriculums for the KCP&L area, currently \$25,000 per certification class (about 20 students per class). Tuition reimbursements of \$575 per certification level will be paid to the sponsor or individual paying the tuition. To receive the reimbursement, qualified Building Operators must complete a reimbursement request and submit it to KCP&L. The reimbursement form is available by contacting KCP&L directly.
Channel Partner	Missouri Department of Natural Resources (MDNR)
Tariff Approval Date	Missouri: 2/02/07 Kansas: 5/16/07

## DEMAND RESPONSE-RESIDENTIAL

Program Name	<b>Energy Optimizer</b>
Objective	Residential and small commercial Air Conditioning (A/C) cycling program designed to reduce peak system electric demand requirements.
Target Market and Eligibility	All residential, and some small commercial KCP&L customers with an eligible central a/c system, This program does not include chillers.
Program Description	Optimizer participants receive a free web-programmable thermostat when they sign up for the program. Installation and maintenance of the thermostat is also free to the customer. The thermostat is equipped to receive a radio frequency signal, which allows KCP&L to cycle the customer's central a/c system during times of peak demand.
Rebates and Incentives	The customer owns the thermostat after three years.
Channel Partner	Honeywell
Tariff Approval Date	Missouri: 10/14/05 Kansas: 1/10/06



## DEMAND RESPONSE-C&I

Program Name	<b>MPower</b>
Objective	A commercial and industrial load curtailment program focused on reducing electrical demand during peak requirements.
Target Market and Eligibility	Current KCP&L electric customers on a non-residential rate, who are able to provide a minimum seasonal reduction of 25kW.
Program Description	<p>MPower is a commercial and industrial Demand Response program, whereby customers are paid for reducing demand upon KCP&amp;L request. The program is used by KCP&amp;L to help manage its peak load.</p> <p>Customers pick the maximum number of events for which they are willing to commit (from one to ten) and payouts increase linearly based on the number of events chosen. The curtailment season runs from June through September.</p>
Rebates and Incentives	Program participants receive a fixed payment of \$25 per kW season, \$32.50 per kW season or \$45 per kW seasons for a 1, 3, or 5-year contract, respectively. They also receive a variable payment of \$0.35 per kW of curtailable load after participating in a curtailment event.
Channel Partner	Energy Curtailment Specialists (ECS)
Tariff Approval Date	<p>Missouri: 3/08/06</p> <p>Kansas: 9/25/06</p>

# PROPOSED ENHANCEMENTS TO EXISTING PROGRAMS

## ENERGY EFFICIENCY-RESIDENTIAL

Program Name	<b>Cool Homes - Enhanced</b>
Objective	<p>Assist single and multi-family homeowners with central air cooling systems to upgrade the efficiency of their systems.</p> <p>Reduce energy consumption for single and multi-family homeowners through the tune-up and early replacement of working, inefficient cooling equipment.</p> <p>Achieve market transformation through HVAC contractor training.</p>
Target Market and Eligibility	The target market for the program includes both KCP&L residential customers who have working inefficient central air conditioners and the HVAC contractor market. Targeted market customers are identified through the integration of weather data and billing analysis and the use of property tax records.
Program Description	<p>The Cool Homes program is a residential central air-conditioning rebate program designed to help reduce excess energy usage during the peak summer months and cut carbon dioxide emissions through the maintenance and early retirement of inefficient central air conditioning equipment.</p> <p>This program encourages residential customers to have existing cooling systems evaluated and if feasible, brought back to factory specifications (re-commissioned), or replace less efficient, working central cooling systems with high efficiency central cooling systems.</p>
Rebates and Incentives	<p>The Cool Homes program provides contractor incentives to provide for quality installation practices and customer rebate incentives offered through participating HVAC contractors to help offset customer equipment costs.</p> <p>Contractor Incentives:</p>

	<p>KCP&amp;L pays a \$35 incentive to the contractor for the unit testing which is typically 1/3 of the service visit. Contractors will receive \$45 upon completion of proper airflow and coolant recharge if the system requires. Proctor Engineering will complete the processing for incentives, as they are responsible for the software and technical information needed to certify the efficiency of the HVAC system. The program Administrator will pay contractor incentives upon successful completion of program standards.</p> <p>Customer Incentives:</p> <p>KCP&amp;L customers who use participating Cool Homes HVAC contractors to test, repair, and/or replace working A/C or heat pumps with high-efficiency equipment rated at 14 SEER or above may be eligible for an instant rebate. (14/15 SEER: \$650 or 16+ SEER: \$850). Rebates are applied, per system, toward the purchase of a high-efficiency A/C or heat pump through a Cool Homes HVAC service contractor. The program Administrator pays HVAC contractors for the customer incentives offered through the program.</p>
Enhancement	KCP&L will work with market channels to increase participation.

Program Name	<b>Home Performance with Energy Star Program</b>
Objective	The program offers a comprehensive approach to home improvement, remodeling, and renovation that will make homes more efficient, reduce energy costs, while improving indoor air quality, and create a more comfortable, healthy home while protecting the environment through energy conservation.
Target Market and Eligibility	HPwES is a program designed for existing homes of all ages. This Program may be applied to any home where the current resident is receiving service under any generally available residential rate schedule offered by the Company. All Assessments must be requested by the owner of the home. Program rebates are limited to one rebate per Assessment.
Program Description	<p>Home Performance with Energy Star (HPwES) is an innovative program that strives to produce an economically sustainable model that captures significant energy savings by encouraging a whole-house approach to Energy Efficiency improvements in existing homes. The program begins with a whole-house energy assessment performed by trained and Building Performance Institute (BPI) certified contractors. The infrastructure is then provided for homeowners to follow through and complete energy improvements to their homes. Quality Assurance is a primary function of this program.</p> <p>HPwES is a statewide approach coordinating efforts between the</p>

	state sponsor, Missouri Department of Natural Resources' Energy Center (MODNR) and local partners. KCP&L will collaborate regionally with the Metropolitan Energy Center (MEC) to implement a successful program in the Kansas City area.
Rebates and Incentives	KCP&L offers a Home Performance with Energy Star rebate of up to \$600 for customers who implement at least one qualifying energy efficient improvement that is recommended by the Home Performance certified contractor or consultant.
Enhancement	<p>The primary objective of the program is to increase the adoption of high efficient Energy Star products through retail markets. The theory is that through market support of retailers, these products will have more exposure to customers and better placement in the store. The sales force will also be more aware of the product and promote it more often. Customers will then try the product and increase use of these products. It is expected that as the product is more widely accepted and prices are reduced, that KCP&amp;L may reduce or drop the incentives and consumers will commonly adopt the measures.</p> <p>The enhancements will be designed to:</p> <ul style="list-style-type: none"> <li>❖ Provide retail or distribution incentives to residential customers for the installation of measures to reduce energy use in the home and information about other programs that encourage the installation of high-efficiency lighting, heating and cooling systems and appliances.</li> <li>❖ Provide a marketing mechanism for retailer and high efficiency product suppliers to promote energy efficient equipment and products to end users.</li> </ul>

Program Name	<b>Online Energy Information Plus – Residential</b>
Objective	To provide KCP&L residential customers with an easy-to-use online tool that allows them to view their real energy usage on a monthly basis and provide recommendations to reduce energy consumption cost effectively.
Target Market and Eligibility	This product is for residential customers with Internet access.
Program Description	The online energy information and analysis program allows all residential customers with computers and Internet access to

	<p>retrieve their billing information and comparisons of their usage on a daily, weekly, monthly or annual basis. This tool will analyze the end use make-up of their home displayed by percentages. It will provide information on ways to save energy by end use through a searchable resource center. This tool also allows the user to analyze why their bill may have changed from one month to another. A home comparison displays an evaluation of the customer's home versus an average similar home via an Energy guide label concept.</p>
<p>Rebates and Incentives</p>	<p>None</p>
<p>Enhancement</p>	<ul style="list-style-type: none"> <li>• KCP&amp;L will offer Energy Efficiency Starter Kits to individuals who sign up.</li> </ul> <p>The largest barrier to success of the program is making the customer aware of the website. To overcome this barrier KCP&amp;L will offer these Kits as an incentive to use the on-line energy analyzer. For those customers interested in how they use energy and lowering their energy bills, the website contains the audit tool, an appliance calculator, a micro site to evaluate the bill impact of implementing the starter kit, efficient products e-catalog and a library of energy information. The challenge is to get them to visit the website, which will happen primarily through direct marketing to the end user and promotion through the Call Center Customer Service Representative.</p>

## ENERGY EFFICIENCY PROGRAMS – C&I

Program Name	<b>Commercial and Industrial Custom Incentives</b>
Objective	<p>The primary goal of the program is to encourage KCP&amp;L's C&amp;I customers to install energy efficient process, refrigeration, and other efficient equipment &amp; controls in existing facilities. More specifically, the program is designed to:</p> <ul style="list-style-type: none"> <li>• Provide incentives to facility owners and operators for the installation of high-efficiency process, refrigeration and other equipment and controls.</li> <li>• Provide a marketing mechanism for consulting engineers, process and equipment contractors and distributors to promote energy-efficient equipment to end users.</li> </ul>
Target Market and Eligibility	<p>All KCP&amp;L commercial and industrial retail customers are eligible for the program. However, the main target markets are customers in existing buildings. The separate New Construction program covers new construction design applications.</p> <p>Industrial customers, grocery stores, and other large commercial customers are expected to be the primary target markets for this program.</p>
Program Description	<p>The Commercial and Industrial Custom Incentive Program provides custom incentives to C&amp;I customers for the installation of innovative and non-standard energy-efficiency equipment and controls. This program will pertain to existing facilities only. The separate Prescriptive Incentive program covers standard high-efficiency measures. The separate C&amp;I New Construction Program will cover new construction design measures.</p> <p>The program includes customer educational and promotional pieces designed to assist facility owners, operators and decision makers with the information necessary to improve the energy efficiency of the process, refrigeration and other energy using systems in their facilities. The program also includes customer and trade ally education to assist with understanding the technologies that are being promoted, the incentives that are offered, and how the program functions.</p>
Rebates and Incentives	The C&I Custom Incentive Program is a financial assistance and education program that provides incentives for the installation of

	<p>energy efficiency measures in existing non-residential facilities. Customers/Contractors will submit their project savings estimates during the planning process prior to project initiation. KCP&amp;L staff or its subcontractor will review these savings estimates and confirm the savings prior to committing to the incentive levels. This check on the savings analysis helps assure that KCP&amp;L funds are being cost effectively used to promote efficiency.</p> <p>Incentives will be set using a “per saved kWh” and “per saved kW” basis so that both energy and demand savings will be rewarded. Levels of incentives will vary over time based on costs and market need but will typically be established in one-year increments. KCP&amp;L will use a two-tier custom incentive approach. The first tier is at a lower rate for technologies that are established and known in the market but need financial help to get them implemented. The second tier will be technologies that are newer to the market or have risk that is more significant or other barriers that need higher stimulation and awareness. Most new technologies will start at the second higher incentive tier and migrate to the first lower incentive tier over time as they are accepted within the market. This approach gives appropriate signals to the market about new technologies or riskier technologies that have significant savings potential. Other guidelines to reduce free ridership will also be established. These include years of payback, total incentive dollars per customer per year and percent of total project cost.</p> <p>One barrier to getting measures identified and installed is getting customers to spend funds to analyze the opportunity and savings. To help address this issue, assessment/audit grants will be available to customers for up to 25% of the analysis cost not to exceed \$300 for facilities less than 25,000 square feet and not to exceed \$500 for larger facilities. If the customer implements that project, an additional bonus will be included in the incentive to cover an additional 25% of the assessment cost using the same caps.</p>
Enhancement	<p>Certain key customer segments will be targeted based on energy savings potential and technology. Initial market segments will include hospitality, food service, health care, grocery, large industrial and large office. The strategy will also include outreach to key equipment partners and trade allies including consulting architects and engineering firms, process and refrigeration contractors and distributors, relevant professional and trade associations and other parties of interest in the market. An important part of the marketing plan will be content and functionality on the KCP&amp;L website, which will direct customers to information about the program. More specifically, the marketing</p>

	<p>and communications plan will include:</p> <p>Education seminars implemented in each market to provide details about how to participate in the Program. The seminars will be tailored to the needs of business owners, building managers, architects, engineers, vendors, and contractors;</p> <p>A combination of strategies including major media advertising, outreach and presentations at professional and community forums and events, and through direct outreach to key customers and customer representatives. Marketing activities will include:</p> <p>Brochures that describe the benefits and features of the program including program application forms and worksheets. The brochures will be mailed upon demand and distributed through the call center and <a href="http://www.KCP&amp;L.com">www.KCP&amp;L.com</a> and will be available for various public awareness events (presentations, seminars etc).</p> <p>Targeted direct mailings used to educate customers on the benefits of the program and explaining how they can apply.</p> <p>Customer and trade partner outreach and presentations (e.g. Restaurant Association, BOMA and other customer organizations) informing interested parties about the benefits of the program and how to participate.</p> <p>Print advertisements to promote the program placed in selected local media including the Kansas City area newspapers and trade publications.</p> <p>KCP&amp;L website content providing program information resources, contact information, downloadable application forms and worksheets, and links to other relevant service and information resources.</p> <p>KCP&amp;L customer account representatives trained to promote the program to their customers.</p>
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Program Name	<b>Commercial and Industrial New Construction</b>
Objective	The primary goal of the program is to encourage KCP&L's C&I customers to install energy efficient measures in existing facilities.



	<p>More specifically, the program is designed to:</p> <p>Provide incentives to facility owners and operators for the installation of high-efficiency equipment and controls.</p> <p>Provide a marketing mechanism for electrical contractors, mechanical contractors, and their distributors to promote energy efficient equipment to end users.</p>
<p>Target Market and Eligibility</p>	<p>All KCP&amp;L commercial and industrial retail customers are eligible for the program. However, the main target markets are:</p> <p>Customers in both existing buildings and new construction depending on the technology and code requirements. New construction design incentives are covered by the separate New Construction program.</p> <p>Other utilities have found that the following types of larger commercial customers participate with the highest frequency in their C&amp;I EE programs: large office buildings, education facilities, grocery stores, health care facilities, and warehouses.</p> <p>Small business customers are the most difficult market segment to reach with EE programs in general, but such customers tend to more readily participate in the lighting EE programs than other types of EE programs.</p>
<p>Program Description</p>	<p>C&amp;I Prescriptive Incentive Program provides prescriptive incentives to C&amp;I customers for the installation of energy-efficiency equipment for numerous applications including lighting equipment, controls, heating, ventilation and air conditioning (HVAC) equipment, motors, refrigeration, and food service equipment. Prescriptive incentives are offered for a schedule of measures in each of these categories. Innovative energy efficiency measures or measures with large variability in application will be covered as part of the separate Custom Rebate Program. Application to existing facilities and/or new facilities will vary by measure depending on the codes and standards within new construction. New construction design assistance will be covered by the separate C&amp;I New Construction Program.</p> <p>The key to program success is the engagement of the market actors throughout the delivery channel that currently exists. These actors include manufacturers, distributors, consultants, engineers and contractors. The program will have staff specifically dedicated to educating, collaborating and engaging these important players in the program. Through these existing market actors who have relationships with C&amp;I customers, the new high efficient technology will be offered to customers as a viable option. To support the market actors, the program also</p>

	<p>includes customer educational and promotional pieces designed to assist facility owners, operators and decision makers with the information necessary to improve the energy efficiency of the systems in their facilities.</p>
<p>Rebates and Incentives</p>	<p>Incentives for each technology will vary based on cost effectiveness and market response. The program strives to cover at least 50% of the incremental cost of the measure to stimulate the market if it is cost effective. Additional guidelines may be established such as total incentives available per customer per year to assure that funds are allocated across all customer opportunities.</p>
<p>Enhancement</p>	<p>The primary goal of the program is to encourage KCP&amp;L's C&amp;I customers to build more efficient new buildings and to install energy efficient lighting, HVAC, building envelope, refrigeration, and controls measures in new buildings. More specifically, the program is designed to:</p> <ul style="list-style-type: none"> <li>• Provide design assistance to the architects and engineers that are designing new buildings. The key design assistance tool is building simulation modeling of more efficient building designs.</li> <li>• Provide incentives to new facility owners for the installation of high-efficiency lighting, HVAC, building envelope, refrigeration and other equipment and controls. Standard high efficiency equipment will be covered through the Prescriptive Program when no modeling is completed. When modeling is completed, they will be considered within the total savings percent and provided incentives as a total package.</li> <li>• Provide a marketing mechanism for architects and engineers to promote energy efficient new buildings and equipment to end users.</li> <li>• Overcome market barriers, including:  Customers' lack of awareness and knowledge about the benefits and costs of energy efficiency improvements.  Performance uncertainty associated with energy efficiency projects.  Additional first costs for energy efficient measures.  Lack of time, resources and motivation by the designer/engineer to consider efficient alternatives and model these results for the owner's consideration.</li> <li>• Ensure that the participation process is clear, easy to understand and simple.</li> </ul> <p>Certain barriers exist to the adoption of energy efficiency measures, including lack of investment capital, competition for</p>

	<p>funds with other capital improvements, lack of awareness/knowledge about the benefits and costs of energy efficiency measures, high transaction and information search costs, and technology performance uncertainties This program is designed to help overcome these market barriers and encourage greater adoption of energy efficiency measures in the new construction C&amp;I market.</p>
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# PROPOSED NEW PROGRAMS

## ENERGY EFFICIENCY PROGRAMS – RESIDENTIAL

Program Name	<b>Energy Use Monitor</b>
Objective	Provide real-time energy use information that helps customers make energy use behavioral changes that reduce energy use.
Target Market and Eligibility	The program will primarily target single-family residential customers in the KCP&L market. However, the program will be available to all residential customers.
Program Description	The Energy Use Monitor Tool (EUM) will provide the KCP&L customer with an energy usage-monitoring device aimed at helping them better manage their energy costs through real time feedback. With rising energy costs in all aspects of daily life, customers are looking for information they can act upon which will affect their monthly energy bill. The EUM program also includes the “Energy Efficiency Starter Kit” which includes easily installed measures that demonstrate how easy it is to move towards improved home energy efficiency.
Rebates and Incentives	A free or low cost in home near real time energy monitor.

Program Name	<b>Appliance Turn-In Program</b>
Objective	<p>The primary objective of the program is to incent customers to remove improperly operating, inefficient appliances, secondary appliances. The secondary purpose is to raise awareness of the energy benefits of Energy Star appliances.</p> <p>Provide a marketing mechanism for retail stores to promote energy efficient appliances to residential customers.</p>

Target Market and Eligibility	<p>Residential customers throughout the KCP&amp;L territory are eligible for the program. The main target markets are:</p> <p>Customers with working second and third refrigerators and freezers, inefficient room air conditioners and inefficient dehumidifiers.</p>
Program Description	<p>Older vintage room air conditioners (room AC), refrigerators, freezers and dehumidifiers can be some of the least efficient electrical appliances in the home. Often these old units are used when they are not functioning properly and as a result use electricity very inefficiently. To encourage customers to dispose of their old appliances and purchase efficient Energy Star models, KCP&amp;L proposes an appliance turn-in program. Located at retailer locations during special promotions, participants would receive coupons towards more efficient units if they turn in an old unit or arrange to have the old unit picked up. Units received will be recycled through a certified recycling agency.</p> <p>The program includes customer educational and promotional pieces designed to assist residential customers with the information necessary to improve the energy efficiency of their entire home. The program also includes customer and trade ally education to assist with understanding the technologies and applications that are being promoted, the incentives that are offered, and how the program functions.</p>
Rebates and Incentives	<p>Incentives will be provided on two levels, first an incentive to turn in or have picked up the old unit and the second an additional incentive to upgrade to an Energy Star appliance.</p>

## ENERGY EFFICIENCY PROGRAMS – C&I

Program Name	<b>C&amp;I Prescriptive Incentive Program</b>
Objective	<p>The primary goal of the program is to encourage KCP&amp;L's C&amp;I customers to install energy efficient measures in existing facilities. More specifically, the program is designed to:</p> <p>Provide incentives to facility owners and operators for the installation of high-efficiency equipment and controls.</p> <p>Provide a marketing mechanism for electrical contractors, mechanical contractors, and their distributors to promote energy efficient equipment to end users.</p>
Target Market and Eligibility	All KCP&L commercial and industrial retail customers are eligible for the program. The main target markets are: large office buildings, education facilities, grocery stores, health care facilities, and warehouses.
Program Description	C&I Prescriptive Incentive Program provides prescriptive incentives to C&I customers for the installation of energy-efficiency equipment for numerous applications including lighting equipment, controls, heating, ventilation and air conditioning (HVAC) equipment, motors, refrigeration, and food service equipment. Prescriptive incentives are offered for a schedule of measures in each of these categories. Innovative energy efficiency measures or measures with large variability in application will be covered as part of the separate Custom Rebate Program. Application to existing facilities and/or new facilities will vary by measure depending on the codes and standards within new construction. New construction design assistance will be covered by the separate C&I New Construction Program.
Rebates and Incentives	Incentives for each technology will vary based on cost effectiveness and market response. The program strives to cover at least 50% of the incremental cost of the measure to stimulate the market if it is cost effective. Additional guidelines may be established such as total incentives available per customer per year to assure that funds are allocated across all customer opportunities.

Program Name	<b>Commercial and Industrial RFP Program</b>
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Objective	<p>The primary goal of the program is to encourage KCP&amp;L's C&amp;I customers to install energy efficient process, refrigeration, and other efficient equipment &amp; controls in existing facilities beyond what they would have installed without the program. The program is to have special offers that stimulate larger package projects, not just measures or specific systems. More specifically, the program is designed to:</p> <p>Stimulate the market and move stalled efficiency projects. Provide incentives to facility owners and operators for the installation of high-efficiency process, refrigeration and other equipment and controls.</p> <p>Provide a marketing mechanism for consulting engineers, process and equipment contractors and distributors to promote specific energy efficient equipment to end users.</p>
Target Market and Eligibility	<p>All KC&amp;L commercial and industrial retail customers are eligible for the program. The RFP's will focus on certain sub segments and with certain types of projects/technologies. Some sample targets include:</p> <p>Hospitals and Health Care institutions HVAC equipment and controls.</p> <p>Printing industry process projects.</p>
Program Description	<p>The C&amp;I RFP Program provides incentives to C&amp;I customers on a very targeted and limited time basis for the installation of innovative and non-standard energy-efficiency equipment and controls. This program will pertain to existing facilities only. This program will be offered through to targeted customer and markets with specific criteria. The RFP will have a limited time with a specific maximum budget. Through limited offerings, customers and contractors are more motivated to move stalled projects. It also allows KCP&amp;L to increase or decrease projects and spending based on market objectives. The RFP program also has the flexibility to target specific technologies or types of projects. The program includes customer educational and promotional pieces designed to assist facility owners, operators and decision makers with the information necessary to respond to the RFP with proposals. The program also includes customer and trade ally education to assist with understanding the technologies that are being promoted, the incentives that are offered, and how the program functions.</p>

<p>Rebates and Incentives</p>	<p>The C&amp;I RFP Program is a financial assistance and education program that provides incentives for the installation of energy efficiency measures in existing non-residential facilities in response to the unique specifications of the RFP. Customers/Contractors will submit their project proposals in response to the RFP including savings estimates. KCP&amp;L staff or its subcontractor will review these proposals and savings estimates and determine if they qualify for a financial award. This review of the savings analysis helps assure that KCP&amp;L funds are being cost effectively used to promote efficiency.</p> <p>Incentives will be identified within the RFP on a per kWh and per kW saved basis so that both energy and demand savings will be rewarded. Levels of incentives will vary depending on the specific RFP. The initial incentives will be established for each RFP separately based on DSMore cost effectiveness modeling. Other guidelines to reduce free ridership will also be established. These include years of payback, total incentive dollars per customer per year and percent of total project cost.</p>
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# **KANSAS CITY POWER AND LIGHT LOW INCOME WEATHERIZATION PROGRAM EVALUATION**

**Submitted July 7, 2008**

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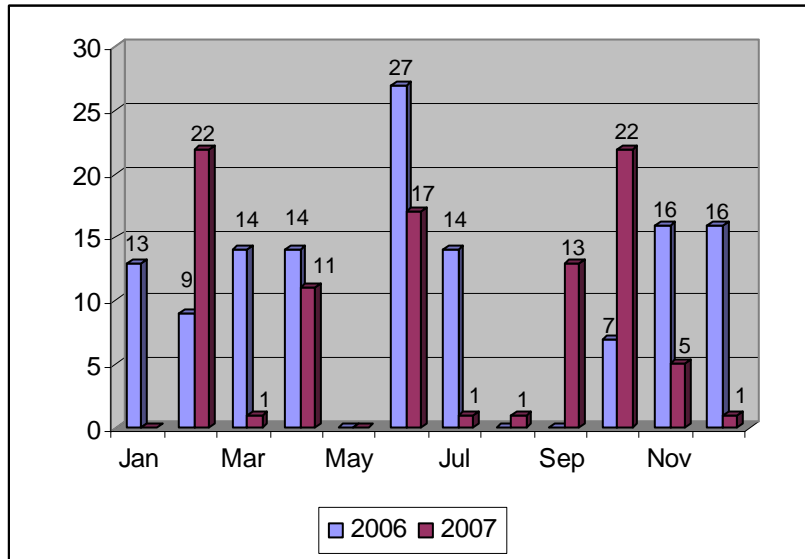
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# 1 EXECUTIVE SUMMARY

KCP&L’s Low-Income Weatherization and Energy Efficiency Program (LIWX) is a voluntary program that is intended to assist low-income residential customers in reducing their energy usage. The program is available to any residential KCP&L customer who lives in the counties where a contract for LIWX has been executed and who meets the program qualifications. The program is administered through local Community Action Program (CAP) and Low Income (LI) agencies that have existing weatherization programs that service low-income customers. The agencies receive DOE and other state agency funding for their programs. KCP&L supplements that funding with contracted CAP/LI agencies to expand their programs within KCP&L’s service territory.

In 2006 and 2007, a total of 224 Missouri homes were partially or fully serviced through KCP&L’s program. Figure 1 displays the number of homes weatherized, by month.

**Figure 1: Missouri Homes Weatherized in 2006 and 2007**



Electric savings are estimated by comparing electric bills before and after the installation of weatherization program measures. The results of a fixed-effects regression model show a reduction in electric use after homes have been weatherized. As shown in Table 1, on average, electric energy use in participating homes drops 650 kWh per year from weatherization measures and 1,387 kWh per year from reduced infiltration, for a total savings of 2,037 kWh per year per participant.

**Table 1: Estimated per Home Electric Energy Savings**

Measure	Typical Base Annual kWh (Whole House)	Estimated Average Annual kWh Savings	Percent Savings
Weatherization (Insulation)	11,000	650	5.9%
Reduced Infiltration (Leak Sealing)	11,000	1,387	12.6%
TOTAL	11,000	2,037	18.5%

A seasonal look at the data shows that electric impacts are greatest during the winter, but they do occur in summer, also. Modeling efforts for installed health and safety measures (including vent repair/replace, heating system repairs, heating equipment replacement, moisture repairs, domestic hot water repairs, and domestic hot water replacement) did not produce any useful impact estimates. The estimated winter peak reduction from the weatherization program is 0.22 kW per customer, and the summer peak reduction is 0.08 kW per customer.

Gas savings are based on national data since no gas billing information is available for program participants. National studies estimate that total natural gas savings per customer are 295.8 therms per year, and this value is appropriate to use for the Kansas City area. Blower door test information indicates that 108 therms of these savings are attributable to the infiltration reduction portion of the weatherization program.

During 2006 and 2007, KCP&L's funding limit per home was \$1,500. Because most weatherizations cost more than \$1,500, the CAP/LI agencies often commingled funds from multiple sources to cover the full weatherization costs. Since KCP&L funds only paid for a portion of the weatherization, the program can only take credit for that portion of energy savings. Average per home funding by KCP&L in 2006 and 2007 was \$1,966, or 56% of the average weatherization cost of \$3,500. As a result, estimated program savings are 56% of the total estimated savings, or 255,521 annual kWh, 10 summer peak kW, 28 winter peak kW, and 37,130 therms.

Table 2 summarizes the estimated per customer savings, total savings, and savings attributable to the LIWX program.

**Table 2: KCPL Share of Low Income Weatherization Program Savings 2006-2007**

	Savings per Customer	Number of Participants in 2006-2007	Total Savings 2006-2007	KCPL Share of Funding	KCPL Share of Savings 2006-2007
<b>ELECTRIC</b>					
Annual kWh	2,037	224	456,288	56%	255,521
Summer kW	0.08	224	18	56%	10
Winter kW	0.22	224	49	56%	28
<b>NATURAL GAS</b>					
Annual Therms	296	224	66,304	56%	37,130

The process evaluation included depth interviews with program staff (conducted in 2007 and May 2008); a review of available program tracking data; depth interviews with five Community Action Program (CAP) and Low Income (LI) agencies that provide (or provided) weatherization services for KCP&L (conducted in June 2007); and secondary research to identify “best practices” for designing energy efficiency programs for low-income households. Key recommendations from our process evaluation are presented below.

### Marketing-related Recommendations

- Provide heavy support in terms of trying to find the customers to feed into the program. KCP&L’s recent mailing is one example. Other recommendations include:
  - Ensure that KCP&L’s call center mentions the CAPs and the KCP&L program;
  - Include information on or in customer bills—particularly in geographic areas where customers have already been served;
  - Approach social service networks outside of the CAP agency to find KCP&L customers who qualify for the program;
  - Actively work to ensure that LIHEAP lists are used for mailings (i.e., there should be more of an effort to get customers that receive fuel assistance to weatherize their homes; however, the City of KC’s experience with this has been poor, presumably because of “dependence” on the LIHEAP funds).
- Alternatively, KCP&L may want to consider hiring a marketing coordinator to reach out specifically to KCP&L customers through social service networks like senior centers, churches, schools, neighborhood associations and community organizations—again, particularly in the geographic areas where customers have already been served. The CAP agencies do not know how to reach or specifically target KCP&L customers, and our interviews clearly demonstrate that it is not their highest priority to do this.
- KCP&L should also be aware that many of these agencies do not appear to be looking for ways to leverage the programs within their own organization to find weatherization

customers (i.e., the weatherization department and other departments within the CAPs do not appear to be linked very well). KCP&L may be able to work with the CAPs to guide the intake process in other departments so that all of the branches of the CAP agency could refer KCP&L's customers to the weatherization program. KCP&L should also contact FIAR (Family Intake, Assessment and Referral) (part of the United Services Community Action Agency) to make sure that they are referring customers to the City of Kansas City for weatherization, even though the USCAA does not provide weatherization services.

### **Guideline- and Funding-related Recommendations**

- In early 2008, KCP&L expanded its income guidelines to match other agencies in order to capture more customers. One CAP also suggested removing the requirement that customers should be in good standing, which may indicate that this CAP also needs more education on purpose implementing that requirement.
- KCP&L may want to consider changing their funding cycle, or allowing a carry over period for funds.
- KCP&L should conduct additional in-person follow-up meetings with the weatherization teams from each agency to make sure that they understand the program requirements. Due to the nature of the agencies, turn-over of staff can be frequent and the program needs to ensure that agency staff has the necessary knowledge of how the KCP&L funding can be used.
- KCP&L should reconsider the requirements for renter-occupied single-family homes so that they can reach out to more renters. A large number of low-income customers are renters, and many of the CAPs spend a lot of their time working with renters.<sup>1</sup>

### **Measure-related Recommendations**

- KCP&L may want to consider allocating a small amount of funding per home for repairs that may not meet a Saving to Investment Ratio (SIR) of 1 in order to increase the number of homes that could qualify. KCP&L should first explore this issue further with the CAPs to see what percentage of homes is turned away for this reason.
- KCP&L should also review past program files (or have their evaluation team review these files) to ensure that the CAPs are funding measures that meet the SIR of 1.
- KCP&L should consider funding the installation of CFLs in all homes served through KCP&L's program.

### **Data Tracking-related Recommendations**

KCP&L should consider capturing more data on completed homes in electronic format. This should include key identification and contact information for completed homes and homeowners; building type/ownership information; participation data; key house characteristics; and a

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<sup>1</sup> The ODC team has not explored the exact percentage of low-income customers who rent, but we may be able to assist KCP&L with this effort through secondary research and survey work if they are interested.

complete data set of implemented measures. Such data would facilitate more accurate tracking of program activities and will be needed for future evaluation efforts.

### **Additional Recommendations**

- The LIWX program currently does not include some traits commonly present in exemplary low income programs. If KCP&L wishes to expand or enhance its program, we would recommend to include improvements such as: examining the whole house and including a full menu of household energy efficiency improvements; improving customer education; developing ways to target multifamily units and their landlords; using highly skilled contractors; conducting training and evaluation; and joining forces with other neighboring utilities.
- In the future, KCP&L should also consider working with some of their partner CAP/LI agencies, such as ECKAN, to implement their Affordable New Homes Program.

### **Recommendations Related to Future Research**

- We highly recommend that KCP&L conduct a non-participant survey to understand marketing constraints, test awareness of CAPs, and to explore barriers (such as barriers of income limits, bureaucracy, too long of a wait, won't do them good, misunderstanding of what it would offer, and pride) and to better understand marketing messages (such as lowering energy bills and improving the home environment by improving quality or comfort in the home). Note that this could also be a survey of LIHEAP customers to see the coordination between the LIHEAP and LIWX.
- KCP&L should also consider following up with auditors, administrators who do intake work, outreach coordinators, and/or contractors to further understand the various aspects of the process.
- KCP&L should also consider creating a case study to provide CAPs, and customers, with information on how much is saved. (Some agencies aware but others have no idea.)
- KCP&L should consider conducting a participant survey to understand the education that occurs in the home, satisfaction, process timing, persistence of measures, non-energy benefits, etc.

## 2 INTRODUCTION

KCP&L's Low-Income Weatherization and Energy Efficiency Program (LIWX) is a voluntary program that is intended to assist low-income residential customers in reducing their energy usage. The program is available to any residential KCP&L customer who lives in the counties where a contract for LIWX has been executed and who meets the program qualifications. The program is administered through local Community Action Program (CAP) and Low Income (LI) agencies that have existing weatherization programs that service low-income customers. The agencies receive DOE and other state agency funding for their programs. KCP&L supplements that funding with contracted CAP/LI agencies to expand their programs within KCP&L's service territory.

The program in its current design began in January of 2006, but is a continuation of an earlier program. The program provides free supplemental weatherization and electric-savings measures up to \$1,500 per home. Customer eligibility requirements include: income of 185% or less of the Federal poverty level; a minimum energy consumption of 3,000 kWh per year; one year of prior electric service; and good standing with the KCP&L.

Two significant program changes were implemented in January of 2008: (1) The maximum incentive per home was increased from \$1,500 to \$3,500, reflecting the fact that the average weatherization cost per home is approximately \$3,500. (2) The income requirement was expanded to either 185% of the Federal poverty level OR 60% of average state income. This change was made to be consistent with the eligibility criteria used by other low-income weatherization funding sources.

The evaluation team, consisting of Opinion Dynamics Corporation (ODC) and Summit Blue Consulting (SBC), was retained to provide evaluation support for the portfolio of KCP&L's energy efficiency programs. The purpose of this report is to estimate the electric and gas savings that were achieved by Missouri participants in the LIWX program and to assess the program's processes. Prior to this report, the ODC team had provided interim feedback on the program's processes and data requirements to support an analysis of program savings. Results from these prior evaluation activities and more recent research efforts are combined in the process sections of this report.



## 3 PROCESS EVALUATION

KCP&L's Low Income Weatherization Program was already established when this evaluation effort began. As a result, the goal of the process evaluation was to review program implementation by the organizations that provide weatherization services for KCP&L and to streamline the program processes. The following sections describe the research efforts undertaken in support of the process evaluation as well as findings and recommendations.

It should be noted that some program design elements have already been modified during the evaluation period in response to interim feedback provided by the evaluation team. These elements will be highlighted during the discussion below.

### 3.1 PROCESS METHODOLOGY

The process evaluation included depth interviews with program staff (conducted in 2007 and May 2008); a review of available program tracking data; depth interviews with five Community Action Program (CAP) and Low Income (LI) agencies that provide (or provided) weatherization services for KCP&L; and secondary research to identify "best practices" for designing energy efficiency programs for low-income households.

The CAP/LI agencies were interviewed in June of 2007. The five interviewed agencies are:

- City of Kansas City (Missouri)
- Missouri Valley Community Action Agency or MVCAA (Missouri)
- East Central Kansas Economic Opportunity Corp or ECKAN (Kansas)
- Southeast Kansas Community Action Program or SEK-CAP, Inc. (Kansas)
- Johnson County Human Services & Aging, Weatherization Program or JOCO (Kansas)

This evaluation cycle did not include quantitative surveys with program participants or non-participants. However, such survey efforts are recommended for the next evaluation cycle.

### 3.2 PROCESS FINDINGS

#### 3.2.1 Program Tracking Database

KCP&L currently tracks electronic data on program budgets, expenditures, and the number of homes completed. This data is tracked by month and by CAP/LI agency and then aggregated by state and for the program as a whole. In addition, the CAP/LI agencies provide KCP&L with more detailed data on the weatherized homes. This data varies by CAP/LI agency but generally includes the name, account number, and contact information for the customers, a description of the implemented measures, and the cost of the completed work. In some cases, details on the weatherized home such as square footage, heating system type, and fuel type are provided. The CAP/LI agencies provide this data in hard-copy format, and the data is not further processed by KCP&L.

KCP&L might wish to consider capturing more data on completed homes in electronic format and, to the extent possible, standardize the data collected from the CAP/LI agencies. This is important as uncoordinated and inconsistent data collection on the part of the CAP/LI agencies does not permit effective program management for KCP&L. If standardizing data from the various agencies is not possible, KCP&L might wish to work with the City of Kansas to capture additional data on their homes. Since the City of Kansas accounts for the vast majority of homes weatherized through the program, having additional data from this one agency would significantly improve the ability to track program activity.

Additional data to be captured could include the following information:

- KCP&L Account Number
- Home Address
- Homeowner Telephone and Email
- Home type
- Ownership (Owner, renter)
- Date weatherization work started
- Date weatherization work completed
- Total funding from KCP&L
- Total funding from other sources
- Engineering estimate of energy savings
- Square Footage (ideally specify if heated or not)
- Approximate year built
- Number of stories
- Space-heating fuel type
- Water-heating fuel type
- Complete data set of implemented measures

Such data would facilitate more accurate tracking of program activities and will be needed for future evaluation efforts.

### **3.2.2 Program Implementation by CAP/LI Agencies**

#### **Agency Services and Structure**

The Community Action Programs (CAPs) provide a number of services; however, many of their comments make it seem like they aren't looking for synergies with the other programs and services that they offer. While this is an organizational issue within the CAP agency, KCP&L should be aware that many of these agencies do not appear to be looking for ways to leverage their other programs to find weatherization customers.<sup>2</sup>

In addition, several of these agencies appear to have extensive interactions with renters; however, the requirements for weatherizing renter-occupied homes do not attract customers.

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<sup>2</sup> On the other hand, one CAP agency not in the program (the USCAA) offers a Family Intake, Assessment & Referral (FIAR) service which would appear to feed into other programs. FIAR is the initial assessment used to determine eligibility for USCAA programs and services. The purpose of the FIAR system is to look at ALL of the potential needs of each family coming in for service--to explore beyond their presenting needs and address and underlying problems preventing long-term success. FIAR includes an outside referral system to other programs and services as well. KCP&L should also contact FIAR to make sure that they are referring customers to the City of Kansas City for weatherization.

KCP&L should work with the CAPs to try to leverage their services better. In addition, for the future, some of these organizations appear to offer opportunities to coordinate KCP&L's Affordable New Housing. The agencies are described below.

- City of Kansas City, Missouri
  - Completed the majority of homes: 124 homes in 2006 and 83 homes in 2007.
  - For the City of Kansas City, weatherization services are provided by a city agency, the Department of Neighborhoods and Community Services. This agency is not a CAP; however LIHEAP (Fuel Assistance) is provided by a CAP agency in Kansas City (United Services Community Action Agency).
  - Services include: animal control, towing, social services, code violations, weatherization and repairs, among others.
  - City of Kansas City works with 600-700 residential customers per year; about 95% receive weatherization; not clear how many are in KCP&L territory.
  - Serves three counties in Missouri.
  - Structure of weatherization office: Head, technical supervisor, four auditors/inspectors, two types of contractors do work (building shell or weatherization, furnace).
- Missouri Valley Community Action Agency (MVCAA), Missouri
  - Completed 5 homes in 2006 and 10 homes in 2007:
  - Services include: “the main thing we do is insulation” and sealing leaks.
  - Serves seven counties total.
  - Structure of weatherization office: Director, auditor, four-man crew to install measures, licensed contractors to do furnaces according to DNR/DOE standards (e.g., Country Heating and Cooling).
- The East Central Kansas Economic Opportunity Corp (ECKAN), Kansas
  - Completed 11 homes in 2006 and 5 homes in 2007.
  - Services include: seven departments, (e.g., Low income, elderly, handicap,) of which one is weatherization. ECKAN also builds low-income houses. *Note that this organization should also be targeted through KCP&L's Affordable New Homes Program.*
  - ECKAN serves about 360 homes a year, of which 8% are in KCP&L's service territory.
  - Four of 13 counties served by ECKAN are in KCP&L's territory. (KCP&L gave maps so ECKAN knew where the KCP&L customers are.)
  - Structure of weatherization office: Director of weatherization, administrative assistant (to determine eligibility), three auditors/inspectors, use seven contractors to install measures and separate furnace contractors.
- Southeast Kansas Community Action Program (SEK-CAP), Kansas
  - Completed 1 home in 2006. Did not participate in 2007 program.
  - Services include: family and community services, transportation, Head Start, housing services, rental assistance through HUD and PBRA, weatherization, also own rental properties. Three offices in region.
  - Of customers that they serve, less than 10% KCP&L.
  - 200 homes weatherized per year and couple of thousand served.

- Structure of weatherization office: Housing director, day-to-day program coordinator, administrative assistant, and in-house weatherization staff. Staff or contracted inspectors do audit. They contract out some of the work (Ewing Contraction and J.T. Construction) to people on the state-approved list. They also contract with one other community action program that has two people performing inspections.
- Johnson County Human Services & Aging, Weatherization Program (JOCO), Kansas
  - Joined program in 2007 and completed 2 homes.
  - Services include: Eight different programs including weatherization, rehabilitation, minor home repair, rental assistance to low-income families, down payment assistance to first time homebuyers.
  - Less than 20% of customers qualify for KCP&L funds.
  - Structure of weatherization office: Executive Director of Housing Services, weatherization coordinator, Administrative Assistant.
- West Central Missouri Community Action Agency (WCMCAA), Missouri
  - No homes in 2006 or 2007.
  - Did not respond to our questions.
- Central Missouri Community Action (CMCA), Missouri
  - 1 home in 2006 and 1 home in 2007.
  - Was not interviewed for this evaluation.

### **Competing Priorities and the Division of Customer Territory**

With the exception of the City of Kansas City, the organizations providing weatherization services are not closely aligned with KCP&L's service territory. As such, most of the agencies providing weatherization services do not think in terms of utility territories. Moreover, they focus on non-KCP&L customers. While they may be close in proximity to KCP&L's customers, and trained on weatherization, they are not prioritizing KCP&L customers, nor do they know how to reach out to KCP&L customers.

With the exception of the three counties covered by the City of Kansas City, the remaining counties are being split up into so many little pieces that they are not being served to their fullest. One respondent indicated that their CAP agency covers nine counties and they are not exactly sure where KCP&L territory is. They just can't find any KCP&L customers and none are coming in. Another respondent stated that they have a very small number of potential applicants in KCP&L territory, *"And when you further narrow it down into they had to be a low income family, they have to have not had weatherization on their home since 1993, their home had to be a certain criteria, etc., etc., etc., etc. you can see it whittle it down to really, you know, potentially small number of people."*

### **Program Requirements for Multi-family Housing and Rentals**

The interviewed CAP/LI agencies gave mixed reactions to the requirement that renter-occupied and multi-family building owners pay 50% of the cost. Some feel that this is reasonable and

support the requirement because it is consistent with other funding requirements (e.g., City of KC). However, one agency (SEK-CAP) felt burdened by this requirement, and stated that “The fact that if someone was going to contribute through this program half the cost, they could go through our program, get the same serviced for absolutely no cost to them at all...so there’s no real incentive to” participate in this way. SEK-CAP does not require owners to pay. *Interestingly, the use of the word our shows the distinction between the KCP&L program and the other SEK-CAP funding, perhaps because they are no longer participating.*

KCP&L may also want to re-consider requirements for non-multi-family homes that are renter-occupied so that they can better reach out to renters.

## Marketing Efforts

To some degree, the CAP agencies do not know how to market to KCP&L customers. Due to the differences in the utility territory versus CAP agency territory versus the media markets, traditional media does not always work well; however senior newsletters or more targeted publications may target the customers more effectively. ODC recommends conducting a non-participant survey to understand marketing constraints, test awareness of CAPs, and to explore barriers (such as barriers of income limits, bureaucracy, too long of a wait, won’t do them good, misunderstanding of what it would offer, and pride) and to better understand marketing messages (such as lowering energy bill, improving home environment, and improving quality or comfort). Several CAP agencies suggested that KCP&L should advertise the program in their monthly statements (and ECKAN mentioned that past efforts such as this worked well).

When asked what KCP&L could do to help the CAP agencies, one agency replied that they don’t know because they can’t find KCP&L’s customers. Comments included: “*If [KCP&L] knows who our customers are in our service territory, I presume they could contact them,*” but indicated that they haven’t mentioned this to KCP&L because they aren’t sure that any would be eligible; and “*I don’t know anything that they can do.*”

Other marketing-related comments by the CAP/LI agencies included:

- The City of KC: Is a strong advocate for making sure that all customers who receive LIHEAP also have their home weatherized. This is not currently taking place, and in fact the interaction between the CAP that offers LIHEAP, and the City of KC is limited. The City of KC has worked with the CAP providing LIHEAP to get a list of customers that received these funds. The City of KC did a mailing to these customers to encourage them to participate in the weatherization program. To get participants, the City of KC is “...going with a number of social service networks outside of the CAP agencies making sure they understand what we do. We go to municipal governments that both where they have municipal utility and letting them know what we can do for their customers and so forth and that’s how we kind of get them in to some degree.”
- JOCO: Currently advertises in local newspapers, senior publications and newsletters and fairs.
- MVCAA: Had problem getting people to sign up at first because they were asking customers about their prime utility and customers would sometimes only mention the gas utility. Now the MVCAA auditors are exploring all utilities and asking more questions up front.

- ECKAN: Advertised in KCP&L newspapers, put out a news brief...but lower income people didn't see it. ECKAN has an outreach coordinator in every county (four total) but they feel that it is hard to get KCP&L clients. (Notably, KCP&L may want to have ODC talk to these outreach coordinators to explore the overlap in their territories with KCP&L territory.)

## Income Guidelines

Almost all of the organizations with whom we spoke mentioned KCP&L's income eligibility requirements and the fact that they are not consistent with other sources of funds (i.e., KCP&L uses 185% of poverty as the income eligibility guideline while DOE uses 150% of poverty). Other funding sources have their own guidelines which range from 125% of poverty to 60% of median. Most of the organizations want KCP&L to raise the income guidelines to be consistent with the highest level. One CAP also suggested removing the requirement that customers need to be in good standing with utility to receive weatherization funds.

- ECKAN: Has had problems finding homes that are in KCP&L's service territory that are not in arrears and that meet the income qualifications. ECKAN felt that many of the customers who might qualify are not in good standing with the utility because of the situation that they are in, and the fact that the customers have to make choices with their money. ECKAN also felt that if the income eligibility guideline could be raised \$2,000 to \$2,500, they could serve many more KCP&L customers. Comments included:
  - "Their income guidelines are just a little too low. The majority of their clients are a couple thousand dollars higher than what their guidelines are."
  - "Just a couple thousand dollars would make a difference on the – if KCP&L would raise their guidelines a couple thousand dollars, it would catch quite a few more clients."
- City of Kansas City: Supports raising the KCP&L guidelines to 60% of the median. KCP&L eligibility in this area appears to be a higher income level than DOE; but other utilities, such as the gas company in this area (MGE), use 60% of the median.
- MVCAA: Felt that they could work with the current guidelines, but that the different guidelines across the sources of funding make it more difficult than it has to be. MVCAA also mentioned that the funding cycles are not aligned, e.g., calendar year for KCP&L, July 1 for DOE funds.
- JOCO: Noted that "[t]heir income limits are lower than what our State income limits are." "It would be much easier not to have to...track two different income guidelines. So if they could adopt the State Kansas Housing Resources Corporations income guidelines, it would make it much easier..."

KCP&L responded to the income eligibility concerns raised by the CAP/LI agencies by expanding the income requirement to either 185% of the Federal poverty level or 60% of average state income. This change was made to be consistent with the eligibility criteria used by other low-income weatherization funding sources in Kansas.



## Use of Funds and Confusion over Requirements

Funds are generally mixed for each home served, but the methods by which they are mixed are not always easily explained. Our interviews also uncovered that there might be a misunderstanding about what KCP&L funds can be used for (in some regions only). We recommend reviewing the homes that were submitted to see if this is really a problem.

- City KC: They just “*make it fit*” and try to use all of their funds from the various sources within the time period.
  - In 2006, they only spent 75% but had it all committed or “in the hopper.”
  - Emphasis is on different funding sources at different times of year based on the deadlines and funding cycles. Comments include:
    - “*We’re 52 weeks a year and we don’t shut anything down. Secondly it is based on how the—where our average costs are. And so it’s just kind of a way that you can tell by looking at what you’re doing, what you have left and what you’re forecasting as new money, how you deploy both the actual independent grant dollars and kind of how you go after it. It’s just one thing, it’s kind of a balance and I don’t have a magic formula other than as I see us landing down the expenditures of a particular grant and if it had different levels of criteria. For instance many of the grants actually have different beginning and termination dates even though we renew them. But just like right—you know we sometimes have a gap. The program year that we base our operation on for instance is July through June. One of the recent gas grant that we’re anticipating on new allocation. They’ve changed it. It was on a calendar year basis but it’s going to go from like April to March. Then KCP&L funding period is a calendar year. And then I work for a city or a municipality and our fiscal year is May through April. So you can see it’s pretty confusing.*”
- MVCAA: Uses KCP&L funds “*to do extra things.*”
  - They felt that they can use money to pay for part of a furnace or windows or doors. “*Sometimes do a ramp or something on that order, just the little extra things that help people and make their homes safer.*” Use KCP&L funds to “*fill gaps.*” “*We have a really tough time getting even primary windows to come up on our audit, so you know things like that we use, what do I want to say, we use to help fill in those kinds of gaps.*”
  - MVCAA... “*if we didn’t have the extra funding then there is a lot of the little things that we couldn’t do to help people you know – like I said, for instance, maybe putting on a porch or railings. You know if it was a railing that was causing – would be a health hazard, like someone would fall or something, if it was that type of a situation, then we can use DNR funds for it. But you know sometimes things like that wear out and they are not really a hazard, so we can’t really – unless there is really a reason to do it, we can’t really use those funds for things like that, so we have to watch those type things and then that way we can use the fill in money to help us help those people.*”
- ECKAN: Incorporates KCP&L money with DOE funds, use money to complete everything.

- JOCO: Plans to combine State and KCP&L funds to ensure covering all needs. *“Expand upon the services that we already provide to all of our clients.”*
- SEK-CAP: Unclear whether they used other sources first to minimize paperwork OR use KCP&L funds first for KCP&L customers.
  - Mentioned that their funding cycles are different, they get federal funding April 1.
  - *“To be brutally honest about it, it was somewhat cumbersome in additional administrative work for our staff.”* When asked about the future, they mentioned that: *“We probably will not participate, to be quite honest, we have enough funding from the state and the federal folks, the additional funding they provide is not a great incentive for us...In fact it’s another layer of administration as far as paperwork goes.”*

## Process and Timing

Across the agencies, there are differences in the wait times (and in what type of wait times should be expected) but most of the work appears to occur quickly. We recommend conducting a survey of participants to follow up with them so that KCP&L can better understand wait times and the timing of the process.

- JOCO: Steps include application, verify eligibility, inspection on whether the applicant meets the audit parameters (two weeks to 30 days), audit within a couple of weeks, and measures within a couple of weeks.
- MVCAA: Wait list up to 6 months or so (just long enough to keep going), audit to installation only about two weeks to 30 days—windows take the longest.
- ECKAN: Sometimes takes clients a while to get the paperwork back, administrators remind customers every 30-60 days, 30 days to get paperwork and qualifications done, 30 days for contractors, final inspection.
- City of KC: 18 month wait list, initial response within 7 days, turn around time is 3 weeks or less. MIS system automatically generates a letter to the home telling them who is the low bidder who will be conducting the work. Gives completion date. City KC thinks that the longer the waitlist the more the demand; counterparts have 5 year waitlist.
- SEK-CAP: Has a one-year waitlist of 50-100 (6 months to one year), two weeks to process application, work done within three months.

None of the organizations expressed any problems with KCP&L. They get feedback and coordinate on income eligibility quickly and feel that KCP&L is very helpful. ECKAN had problems in the past, but this communication problem has been corrected since Michelle took over.

## Measure Selection (including CFLs and Refrigerators)/Lost Opportunities

Most organizations use a Savings to Investment Ratio (SIR) of 1. The interviewed agencies felt that the requirements across funds are relatively consistent, but some differences were mentioned.



*“Well we would be somewhat permitted to do some air conditioning work with KCP&L funds whereas the state would—I’d have to go kind of go through a process with them. So rather than to run the risk during their monitoring—”.*

Three of the five organizations offer CFLs, but not all offer CFLs in all of the homes that they serve. As such, there appear to be opportunities for working with KCP&L’s lighting program to increase the number of CFLs placed in homes. KCP&L could have all contractors install CFLs regardless of where they fall in the priority list because CFLs are a low cost instant energy saving measure. No one offers refrigerators. Some of these agencies would consider installing refrigerators, but again there is concern (based on past experience) that customers would be offered a smaller sized unit than what they are giving up, making the customer want to keep the old unit. There is also an issue that there may not be a cost-effective way to recycle the old unit.

SEK-CAP also recommended allowing money for small repairs to bring the home to a level where it can be weatherized, such as \$500 for minor repairs to a leaking roof, etc.

*“Normally the people who drop out are the ones that we have to defer their home, which basically means we tell them, ‘We can’t work on your home for weatherization because these problems need to be remedied first.’ They have a lot of poor housing.*

In general, KCP&L should continue to have their requirements be as aligned as possible with other programs

- SEK-CAP: Uses software program to select measures, standard SIR.
  - Starting to offer CFLs, have been for a few months
  - Not real keen on refrigerators because lots of people would do this only for the refrigerator – but felt that refrigerators could generate a lot of interest
  - SEK-CAP: *“Some of the actual technical requirements as far as the work to be performed were different.”*
- MVCAA: Uses NEAT or MIA (Mobile Homes) software to determine which measures should be installed, SIR 1.
  - MVCAA does not install CFLs because they can’t afford to buy them.
  - MVCAA does not install or test refrigerators. They do not have expertise or knowledge in this area.
- ECKAN: Uses REM RATE/DESIGN to install measures with a SIR greater than 1.
  - ECKAN does not install CFLs frequently (only 3% of the time) because they are lower on the priority list and they run out of money before they can get to them.
  - ECKAN does not offer refrigerators for the same reason; they don’t think they would ever be able to offer refrigerators.
    - *“...would be so far down on the priority list that we would never get to it”*
    - *“...pros and cons that we thought about on refrigerators and there’s actually been more cons than there was pros on it. So it is something that even the State of Kansas has backed away from as far as DOE’s*

*availability that we could if we wanted to install them, if the audits showed it as cost effective. You're going to have to satisfy the customer with the refrigerator, the size of it, that it is at least equivalent to what they have size wise and features. Then the second thing is they are automatically going to want to say hey, wait a minute, I want the old refrigerator to put in my garage so I can keep my beer in it cold. Well then you've never changed anything, which we have a standing rule, but it's just something we've discussed on it. Then you're going to be using more electricity. But what our standard rule is any time we replace anything on that house, whatever is taken off is hauled to the junkyard. They are supposed to be destroyed by our contractors. So anything that we install, the old one is removed."*

- Customers sometimes refuse insulation if in mobile home, or refuse windows that they don't like.
- City KC: Uses DOE supplied NEAT software to determine which measures should be installed.
  - Health and safety measures do not have to go through NEAT.
  - In January 2007, City of Kansas City began installing CFLs in all sockets of all homes (100%) served through the program.
  - *"KCP&L fund started the first time around '96 when we had a small experimental program with them, same strategy. And in that program there was a component that not only did the weatherization work with, you know quite limitation because of their newness to what we did and so forth. But it also had a refrigerator change out program where based on a certain degree of consumption the utility would also permit second refrigerators, like those in the garage and so forth. And certain model numbers to be changed out for a brand new refrigerator. It didn't work out well. It was a hard thing to deal with. People were low to get give up those refrigerators and two what they were replacing it with I wouldn't blame people not taking it. You know you take what they had even though it was an energy hog and just give them a—or even their main refrigerator, to give them a 17 cubic foot refrigerator, there's no reasoning for that, that's just too small. The size was a major issue. So we tried a few of them and then there was also the recycling of the old appliances including the refrigerant that also you know impacted that whole process so eventually they dropped that."*
  - People that drop out tend to do so after the initial audit and after they receive the measure that they want while some decide that they don't want contactors in their home.
  - Customers have refused insulation in mobile homes and in stucco homes because they don't want the plugs or cracks in the walls or ceilings.
  - Water conservation measures should be added to save water and save on water heating fuel.
- JOCO: Installs any thing over a SIR of 1.
  - Already offer CFLs through the State program.

- Mentioned refrigerators unprompted, thought it might be beneficial—but a little harder to explain because it's not an issue about the customers comfort level in the home. They believe that refrigerators would be a good thing to add because they use a lot of energy.

### **Audit and Education; Inspections**

When asked about customer interaction and education, interviewed agencies very briefly described the process. Generally, the initial auditor spends 1.5-3 hours in a home identifying areas for further investigation. Auditor suggests other things the customer can do such as adding window shades, setting the thermostat, etc. They generally go over a brochure or check list and explain the process, but the City of Kansas City process seemed a bit more detailed. In addition to the initial audit, 100% of homes are inspected. Final inspector spends about ½ an hour in each home and can answer any questions a customer may have (such as setting the thermostat). In the inspection process, homes receive post blower door testing and combustion efficiency testing.

We recommend following up with the auditors and/or participants to better understand the education component of the program (and inspection) since respondents were unable to provide details on these part of the process.

### **Attaining Goals**

With the exception of MVCAA, none of the CAP/LI agencies spent the budget allocated to them in 2007. The Missouri agencies combined spent 49% of allocated funding, while the Kansas agencies only spent 11%.

- City of KC: Could do a lot more. Households that receive fuel assistance are not required to get weatherization. No LIHEAP money is directed at weatherization in MO. According to the City of KC, customers have no incentive to conserve energy if they are not paying for it:
  - “There’s a grave disconnect and one of my major criticisms of the state of Missouri is that disconnect. We don’t have a public policy for instance that pretty much demands that people it’d get the fuel assistance be channeled to weatherization. And I think we’re wasting public money and rate payer money you know a great amount of it ok and it’s pretty bad.”
- ECKAN: Only spent 22% of their budget, completing 5 homes in 2007:
  - “At one time KPC&L advertised it on their – when they sent their bills out, that would help tremendously because that does actually get to all the people. I don’t want to say that seemed like it was a year or so or somewhere around that time because then we were actually getting calls that they said they were notified by KPC&L. So at that point, that’s a way to get directly to those customers and we’re more than happy to run the incomes on everybody and if they qualify fantastic. I mean that’s what we are here for is to actually try to help people, so it’s great to have those grants available. But it’s getting to the actual clients. Franklin County for example is broke up into – I believe there is three different electric companies in the area. Douglas County there was two or three, so what you end up is you’ve got several different [accordion?] zones I guess I want to say and a lot of our advertising by the news media – I’m trying to think of what I want to say. But anyway,

when we do the editorials and stuff with them, it catches everybody, but so many people that may have read it aren't actually KCP&L clients.”

- JOCO was allocated \$75,000 in 2007, but spent less than \$4,000, partially “*because a lower percentage of the people that we serve are with KCP&L.*” JOCO received Warm Home Project Funds in 2007 and did not feel that they can weatherize more homes.

### **The Need for Additional Training from KCP&L**

As of June 2007, some of the agencies appeared to need additional follow up from KCP&L:

- JOCO: Was “oriented” to KCP&L’s program but new weatherization coordinator (Timothy Dorsey) started on June 18<sup>th</sup>.
- SEK-CAP: Not knowledgeable. Program coordinator was replaced, and “*the gentleman who’s onboard now actually has no real knowledge of the program to speak of.*” They were trained many years ago on the program.
- MVCAA: Appears to be confused about how the funds can be used.

Notably, the training should be geared to the specifics of the KCP&L program as many have technical training, e.g., ECKAN auditors are trained through the Kansas Building Science Institute at Manhattan.

### **Program Reporting**

Quality is not expected to be an issue because all of the organizations conduct inspections on 100% of the homes in the program, and the State generally inspects 5-7% of the homes a couple of times a year. Problems are not always tracked, just dealt with. KCP&L evaluation efforts should coordinate with current inspections and other review processes, including the following:

- State of Kansas: Has been doing billing analysis of weatherized homes and will be doing it on KCP&L homes once they are over one year post-participation. Building Science Institute of Manhattan (Doug) runs a prism and reports back to see Kansas City Housing Corp., then the analysis is sent to CAP.
  - ECKAN stated that they “... actually track utility bills on houses that we weatherize, we want the information so we can get them a year before we did weatherization and a year after to see what we accomplished. So in that process we are able to pick up Kansas City Power & Light clients.” “What we actually do is we get the release from the client. We get the utility bill information so we have their account number. They sign a release so that we will be able to get the information from the year previous and a year after we’ve done weatherization so that we can kind of determine how much we saved on each house.”
- Kansas agencies: Get audited every year by the Kansas Housing Resources Corp.
- City of KC: Auditor leaves behind an evaluation form and the final inspector picks up the form from about 60% of homes—95% positive responses.

### 3.2.3 Best Practices in Designing Programs for Low-Income Households

A recent report of the American Council for an Energy Efficient Economy (ACEEE) called “Meeting Essential Needs: The Results of a National Search for Exemplary Utility Funded Low Income Energy Efficiency Programs”, September 2005. The purpose of the ACEEE project was to “identify and profile programs that provide models of ‘best practices’ for addressing the needs of low-income households.”

Our review of the best practices identified in this report indicate that KCP&L’s programs are generally comparable to the exemplary low-income programs across the country in terms of (1) the income and energy use requirements of the program and (2) the amount of funds available per home (although some programs such as NSTAR’s gas program allows for up to \$4,500 per home for fuel switching). KCP&L’s program, however, serves only a fraction of the number of homes per year as other programs. Even smaller states, such as Vermont, serve nearly 1,000 homes per year, with many of the larger states serving 3,000 to 4,000 homes per year.<sup>3</sup> Notably, however, some of these programs were established long before KCP&L’s program.

The ACEEE report identified the following common traits in the best programs:<sup>4</sup>

- Using partnerships and multi-party collaboratives
- Using of community action agencies (CAAs, a.k.a. CAPs)
- Single or primary providers of services
- Sophisticated diagnostic and analytical tools
- Whole house approach
- Customer education is an integral part
- All types of energy use are targeted (oil, gas, electricity, etc)
- Program evaluation is an integral part
- Use innovative services and approaches for hard to reach customers and ‘limited income’ customers.
- Address full spectrum of housing types (single family, multi family, mobile homes)
- Include a full menu of household energy efficiency improvements
- Program cost effectiveness is a lesser issue, although still an important objective

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<sup>3</sup> Wisconsin does appear to have a program that serves only 300 annually.

<sup>4</sup> The following exemplary programs are sponsored by electric utilities and like KCP&L provide community action agencies (CAA) with funds to provide weatherization services in combination with WAP and other funding sources: National Grid’s Appliance Management Program, Southern California Edison’s (SCE) Energy Management Assistance Program, Pacific Gas & Electric’s (PG&E) Energy Partners Program, Efficiency Vermont’s Low Income Single Family Service, New Hampshire’s Home Energy Assistance Program.

The KCP&L program already incorporates many of the traits that these exemplary programs have into its program such as leveraging funds from multiple sources, using CAPs to deliver the program, providing services to all homes regardless of fuel type and targeting not just low income customers but also limited income (those with income greater than 150% of federal poverty level).

Interestingly, however, all of the exemplary low-income programs are energy efficiency programs rather than just weatherization programs. They provide energy efficiency products and services while weatherizing the home. KCP&L may wish to expand or enhance its program to include some of the other common trends found in the ACEEE report. These improvements could include examining the whole house and including a full menu of household energy efficiency improvements, improving customer education, developing ways to target multifamily units and their landlords, using highly skilled contractors, conducting training and evaluation, and joining forces with other neighboring utilities. These ideas are explored more below.

### **Energy Efficiency, the Whole House Approach, and an Expansion of the Measures Covered**

The ACEEE report states “increasingly, programs examine the house as a complete and complex system when addressing energy efficiency and related household hold system improvements” and “programs offering the broadest range of efficiency measures have the greatest potential for significantly affecting household energy use”. KCP&L may wish to consider offering additional energy efficiency measures in addition to the current efficiency measures it offers (air conditioner replacement, furnace and water heater replacement) and the weatherization measures offered by WAP and the current program.

Some of the programs are assessed in terms of the “comprehensiveness of treatment of energy efficiency opportunities.” KCP&L should consider some of the opportunities that are missed when working with these low-income customers.

In looking at the ACEEE report, many of the programs get their highest savings from measures not covered by KCP&L’s program. For example, National Grid’s program’s highest savings (by measure, not necessarily for the program as a whole) come from installing new refrigerators (1,106 kWh/year per replacement); waterbed measures (1,070 kWh/per year per replacement); and new freezers (726 kWh/per year per replacement). Weatherization measures account for the next highest savings (electric at 595 kWh/year), followed by education (206 kWh/year). National Grid also removes refrigerators (135 kWh/year per removal) and installs CFLs in the homes (63 kWh/year per bulb installed). If they install six bulbs, therefore, savings from the installation of CFLs alone can be nearly 380 kWh/year for the home.

The most common energy efficiency measures offered through low income energy efficiency programs are discussed below.

#### ***Lighting***

Lighting measures such as compact florescent lights and fixtures are offered by most of the programs mentioned above. Installing CFL bulbs is a low cost, instant energy saving measure that can be installed during an audit. Hardwired CFL fixtures (pin based) ensure that energy savings bulbs will not be replaced with incandescent ones. Some programs also replace halogen torchiere lamps with CFL torchiere lamps.



### ***Refrigerators***

Refrigerators are often the largest user of energy in a home and older models use much more energy than newer ones. Most of the exemplary programs offer refrigerator and freezer replacement (and many offer removal and recycling of old unit). These programs estimate the energy usage of the customers' current refrigerator or freezer (either by metering, model number or estimated age) and those that use more electricity than the threshold amount are replaced with an Energy Star model at no cost to the customer. The older units are removed from the customers' homes and recycled to avoid being resold. Many utilities purchase refrigerators and freezers for their programs in bulk or from one vendor through a bid process to reduce the cost.

The report states that SCE has found that offering refrigerators to the federal weatherization contractors to install in homes has increased participation in their program as well as the federal program.

### ***Water saving/heating measures***

Low flow shower heads and faucet aerators are low cost, easy to install and offer immediate water and water heating fuel savings. Water heating blankets and water heater pipe wraps are also low cost measures that reduce water heating costs and energy use.

### ***Other measures***

In addition to lighting, refrigeration and water saving measures, other measures offered by these exemplary programs that are not currently offered by KCP&L include set back thermostats, water heater fuel switching, evaporative coolers and waterbed replacement (with a standard mattress). Many of these programs, like KCP&L, offer air conditioner replacement and furnace/heating system replacement.

According to the report, National Grid found that by offering these energy efficiency measures in addition to weatherization services the CAP agencies have been able to integrate "appliance usage into their 'house as a system' approach, allowing for better understanding of all energy uses in the home, and better service to their clients. CAP field staff now understand the electric use of heating system pumps and blowers, the interaction of refrigeration, lighting, and heating, and are able to solve customer problems as opposed to just dealing with a part of the customer's overall energy use."

### **Customer Education**

The ACEEE report states that the exemplary programs take advantage of the great deal of customer contact needed to participate in the weatherization program. They include customer education addressing (1) the measures being installed in their homes and (2) behavioral changes that can help reduce their energy costs further.

The National Grid program "uses a cooperative co-learning approach of adult to adult education, innovatively designed especially for limited income households. The purpose of the in-home visit is to identify mutually beneficial outcomes rather than merely instructing or doing things for the customer. One method for identifying the sources of high use is to question customers and listen actively about how they use their appliances. This knowledge is used to prioritize savings opportunities and create a workable action plan allowing the customer to use their appliances

more efficiently. This program has been able to actually quantify energy savings due to education and consumer action, which has rarely been done.”

Other customer education tools include bill analysis or disaggregating to show customers how much energy they are using for heating, cooling, appliances, etc. These tools allow the audit to provide savings estimates. Some utilities offer program information and contractors that speak multiple languages.

The current KCP&L contracts indicate that some effort to educate customer is supposed to occur (the budget allocates approximately \$25 per home for education).

## **Multifamily**

Some of the exemplary programs mentioned above serve multi-family households (the utilities that sponsor the programs above serve multifamily participants through these programs or have separate programs for these customers). While the KCP&L program doesn't exclude them it has had difficulty recruiting multi-family customers for weatherization services. Programs that serve multifamily buildings tend to install measures in dwelling units as well as common areas. The Massachusetts utilities lean toward installing CFL fixtures instead of CFL bulbs in multifamily units and common areas. They will also install refrigerators in dwelling units and exit signs in common areas. Landlords are charged a small co-pay for some measures.

The Eugene Water and Electric board's low income program, which was picked as an exemplary program in the Municipal and Cooperative Utility category, targets rental property owners and property management companies to help them get their tenants to submit information to determine low income status. The more low income tenants a building has the more money that is available for weatherization services.

The ACEEE report also picks an exemplary multi-family low income program. The New York State Energy Research and Development Authority (NYSERDA) program offers the same measures as most of the programs mentioned above but they also offer comprehensive energy audits, free training to building operators and identify low cost financing for multi-family customers. The program touts lower maintenance costs to building operators along with increased health and safety.

## **Working with Highly Skilled Agencies**

According to one of the write-ups in the ACEEE study, energy manager candidates should already have significant weatherization auditing and communications skills as well as an aptitude for computers. Many of these programs also have access to customer bills prior to visiting the home. Furthermore, many of the exemplary programs use web-based systems of tracking and providing referrals.

## **Training, Inspections and Evaluation**

According to the ACEEE study, program evaluation is an integral part to many of the exemplary programs. In addition, training of contractors is important.



PG&E requires training of all contractor employees who work on the program, home inspections are conducted on 5% of the homes by PG&E, and PG&E conducts a monthly customer satisfaction survey and regular evaluations and reports. The evaluation team recommends conducting customer interviews for KCP&L in future evaluations.

### **Joining Forces with Other Utilities**

At least one of the exemplary programs also had to deal with the fact that some of the CAP agencies span more than one utility territory. To offer consistent services throughout the state, KCP&L may want to join forces with other neighboring utilities if it hasn't already.

## 4 IMPACT EVALUATION

This section presents the estimated electric and natural gas savings associated with the LIWX program. The first two subsections discuss the electric and natural gas impacts, respectively, from the 224 Missouri homes weatherized through the program. The final section presents the share of total savings that can be attributed to the LIWX program.

### 4.1 ELECTRIC IMPACTS

This subsection presents the estimation of electric impacts for the LIWX Program, including the data and the methodology used, the results of the analysis, and the reliability of the results.

#### 4.1.1 Electric Savings Data and Methodology

##### Available Data

Two primary data sources are available and used in this analysis: program tracking data and electric billing data.

The program tracking data includes the following data that used in the estimation of electric impacts:

- Account Number
- Customer name and town
- Date that weatherization was completed
- Square footage of home
- Pre- and post-weatherization CFM<sup>5</sup> data from blower door tests
- Additional measures installed for health and safety reasons

The electric billing data covers the twenty-four billing months in 2006 and 2007. This time period provides some bills from before weatherization and some bills from after weatherization for most customers.

Our analysis only includes billing data for weatherized homes that did not have a change in occupants during 2006 and 2007. This is important since the different lifestyle of a new occupant in a home can have a significant influence on the amount of electric energy that is used. To isolate the effect of the weatherization measures on electric energy use, it is important to compare electric use before the weatherization to electric energy use after the weatherization for the same occupant. For this reason, the billing analysis did not include all customers who participated in the LIWX Program in 2006 and 2007.

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<sup>5</sup> CFM is cubic feet per meter, a measure of air infiltration into the home at a standard pressure.

Table 3 below summarizes the data available for the electric impact analysis. Billing records are available for 308 customer accounts. An original dataset of weatherization dates (Source #1) provides information on participation dates for 179 customers. A second dataset (Source #2) provides participation dates and square footage information for 171 customers. Many customers, but not all, appear on both of these lists. Blower door information is available for 191 customers and information on installed health and safety measures is available for 129 customers.

We combined the information from the various datasets for each participant. While all of this information can help in estimating electric impacts, two pieces are essential to the analysis: billing data and the date of the weatherization installation. When merging billing records with the two sources of available installation date information, we obtained a complete set of this basic data for 197 customers.

After further review of the data, we removed 23 of the 197 customers because their weatherization dates were in 2008 and 65 customers because they no longer live at the premise that received the weatherization. This level of customer turnover is typical in this type of longitudinal study.<sup>6</sup> After these exclusions, a complete set of basic data is available for 109 customers. This represents 49% of the 224 Missouri customers that participated in the weatherization program in 2006 and 2007. Having sample data for half of the participants is likely to provide representative results.

**Table 3: Summary of Electric Impact Data**

	<b>Accounts</b>
<b>Individual Datasets</b>	
Billing Records	308
Weatherization Installation Dates (Source #1)	179
Weatherization Installation Dates (Source #2), Square Footage	171
Blower Door Results	191
Installed Health and Safety Measures	129
<b>Merged Dataset</b>	
Billing Records and Weatherization Installation Date Available	197
Removed: Installation date not in 2006 or 2007	- 23
Removed: Customer no longer resides in weatherized premise	- 65
<b>Total Matched Billing And Weatherization Data</b>	<b>109</b>

<sup>6</sup> While the actual customer turnover rate is unknown for Kansas City, a general rule of thumb for residential customers is that they move once every five years on average. Over a two year time span – such as the one used in this study – that would represent a 40% turnover rate (2 years / 5 years). The 37% turnover rate found in this study (65 / (197 – 23)) therefore appears reasonable.

It is important to note that different pieces of the program tracking data are available for different subsets of customers. Some customers in the final dataset have a complete set of program tracking data (installation date, square footage, blower door results, and installed health and safety measures) while other customers do not. Therefore, the number of observations varies for each of these additional pieces of information. In addition to program tracking data and billing data, weather data is also needed. Weather data for Kansas City during 2006 and 2007 was obtained from the National Oceanic and Atmospheric Administration (NOAA) which keeps official weather data for the United States.

## Statistical Method Used

The statistical model developed to estimate the electric savings from the measures installed through the LIWX Program is framed as a normalized monthly consumption approach. Weather data, customer characteristics, and participation data are included as explanatory variables in a regression equation with the billed monthly electricity consumption as the dependent variable. A dummy variable is created to represent the time of participation in the program. The estimated coefficient on the participation dummy variable may be interpreted as the estimated monthly energy savings due to participation in the program. That is, the coefficient indicates the estimated average monthly kWh of electric energy savings as a result of the weatherization.

For this analysis, data are available both across customers (i.e., cross-sectional) and over time (i.e., time-series). With this type of data, known as “panel” data, it becomes possible to control at once for differences across customers as well as differences across periods in time through the use of a “fixed-effects” panel model. The fixed-effect refers to the assumption that differences across customers can be explained in large part by customer-specific intercept terms, as discussed below.

Because the consumption data in the panel model includes months before and after the installation of measures through the program, the period of program participation (or the “participation window”) may be defined specifically for each customer. This feature of the panel model allows for the pre-installation months of consumption to act as controls for post-participation months. In addition, this model, unlike annual pre/post-participation models such as annual change models, does not require a full year of post-participation data.

The fixed effects model can be viewed as a type of differencing model in which all characteristics of the customer, which (1) are independent of time and (2) determine the level of energy consumption, are captured within the customer-specific constant terms. In other words, differences in customer characteristics that cause variation in the level of energy consumption, such as lifestyle and building size and structure, are captured by constant terms representing each unique customer home.

Algebraically, the fixed-effect panel data model is described as:

$$y_{it} = \alpha_i + \beta x_{it} + EE \cdot P_{it} + \varepsilon_{it}$$

where:

$y_{it}$	=	Energy consumption for home $i$ during month $t$
$\alpha_i$	=	Constant term for home $i$
$\beta$	=	Vector of coefficients

$x$	=	Vector of variables that represent factors causing changes in monthly consumption (i.e., the time-effects variables such as weather)
$EE$	=	The coefficient that represents the estimated change in electric use
$P_{it}$	=	Participation dummy variable for home $i$ during month $t$
$\varepsilon$	=	Error term

In practice, rather than estimating a unique intercept term for each customer, an equivalent approach is employed which expresses both the dependent and independent variables in terms of deviations from the time-series means for each customer. The resulting estimated coefficients from this "deviation from the mean" approach are equal to the coefficients found by having customer-specific intercept terms.

That is, it can be shown that:

$$\alpha_i = \bar{y}_i - \beta \bar{x}_i$$

This implies that the customer-specific intercept term captures the difference between the average energy use for that customer and the predicted average energy use (from the model) during the time period used in the model. Therefore, the fixed-effects model explains the month to month deviation in energy use rather than the level of energy use.

The statistical methodology of this study is designed to develop estimates of average *gross* energy savings for participants in this program. The bill reflects the total reduction in electric energy usage that occurred, but it does not provide any insight into the level of free-ridership associated with that reduction in energy use. It cannot reflect what the customer would have done in the absence of the program. In addition, the electric energy impacts estimated by the model represent savings for the whole house and must be adjusted to reflect KCPL's contributing financial share to those reductions. Additional calculations are done after impact estimates are obtained from the statistical models to estimate the share of the savings that are attributable to KCPL financing.

## Data Preparation

The available data needs to be transformed into appropriate values for the statistical modeling process. The following bullets summarize the data transformations used for this analysis.

- **Converting billing data to calendar months.** Using monthly billing data for this type of study can be a challenge since the beginning and ending date for each reported month of energy consumption varies by customer based on their meter reading cycle. The statistical model requires that energy use be matched to weather data for the same time period so that normalized usage can be estimated. The transformation of billing month energy consumption to calendar month energy consumption is done by estimating the average daily kWh usage within each billing month. Consumption for partial periods from different billing months within the same calendar month are then combined as necessary. The average consumption per day for each calendar month is calculated.

- **Normalizing the monthly billing data.** It is possible to multiply the average use per day for each calendar month times the number of days in the month to get an estimate of monthly kWh. However, since calendar months have a varying number of days, this adds variation in the monthly data that is not related to weatherization and reduces the ability of the model to discern the weatherization impact. Instead of adding the number of billing days as an explanatory variable in the model, it is simpler to standardize the monthly data. This is done by estimating the average daily kWh for each calendar month and using that as the dependent variable in the model. In this way, the effect of varying billing days is factored out of the estimated model coefficients, including the estimated electric impact on the participation variable. The resulting coefficients show the average daily kWh impact on electric use.
- **Transforming weather data.** Weather data is also transformed to average daily values per calendar month to properly align usage data with weather data. Both heating degree days (HDD) and cooling degree days (CDD) are estimated in this manner.<sup>7</sup> HDD will capture the effect of cold weather on increased electric use. Increased electric use related to cold weather is typically electric space-heating, increased run-time for furnace fans and additional electric water-heating. CDD will capture the effect of hot weather on increased electric use. This is typically related to air-conditioning, fan use, and additional refrigerator run-time.

In constructing the weatherization participation dummy variable used in the billing analysis, a zero is used for all months prior to the weatherization installation date and for the month of the installation. After the month of installation, the participation dummy variable is set to one.

- **Incorporating health and safety data.** Similar to the participation dummy variables, dummy variables are created for each of the health and safety measures that could potentially affect electric energy use. Table 4 summarizes available information on installed health and safety measures. This data was received for a total of 125 participants. The goal is to identify health and safety measures that may have an impact on electric use so they can be included in the model.

Judgement was used to discern if the measures may have an impact on electric savings and/or gas savings. It is assumed that most of the heating systems are gas furnaces and most of the domestic hot water systems use natural gas for fuel since there is no information on actual fuel types for this group of customers.

For measures related to the heating system, it is assumed that improvements to the gas furnace could create both gas and electric savings. The electric savings would come from reduced run-time for the furnace fan (which uses electricity) and possibly a reduced use of supplemental electric space heat because of improved comfort.

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<sup>7</sup> A "degree day" is a unit of measure for recording how hot or how cold it has been over a 24-hour period. The number of degree days applied to any particular day of the week is determined by calculating the mean temperature for the day and then comparing the mean temperature to a base value of 65 degrees F. (The "mean" temperature is calculated by adding together the high for the day and the low for the day, and then dividing the result by 2.) If the mean temperature for the day is, say, 5 degrees higher than 65, then there have been 5 cooling degree days. On the other hand, if the weather has been cool, and the mean temperature is, say, 55 degrees, then there have 10 heating degree days (65 minus 55 equals 10). – cited from <http://www.srh.noaa.gov/ffc/html/degdays.shtml>

It is possible that the fuel use for domestic hot water and ovens could be either electricity or gas, so these were all included as having potential for electric and gas savings.

Not knowing the actual fuel use for space heating, water heating and cooking makes these measure variables more imprecise than desired for the statistical model. Due to this imprecision, and the relatively small size of the expected savings, the model is unlikely to be able to estimate electric savings for each of them based solely on their effect on the electric bill. Knowing fuel types would improve the ability of future studies to estimate the impacts of these measures.

Moisture repairs are marked as having potential electric and gas savings since they could have side benefits of reducing air infiltration and the need for heating and cooling within the home.

It is also of note that some available health and safety measures were not installed in any homes. These were excluded from analysis in the model since they would have no observable impact.

**Table 4: Health and Safety Measures**

Health and Safety Measure	Potential Electric Impacts?	Potential Gas Impacts?	Number of Installations (Pop = 125)	Developed for Electric Model?
Combination Vent Repair/Replace	Yes	Yes	38	Yes
Combination Air Install	Yes	Yes	0	
CO Alarm	No	No	90	
Heating System Clean & Tune	Yes	Yes	0	
Heating System Repairs	Yes	Yes	10	Yes
Heating Equipment Replacement	Yes	Yes	21	Yes
Gas Leak Repairs	No	Yes	22	
Heat Source Barrier	No	Yes	1	
Wiring Repairs	No	No	0	
Smoke Detector	No	No	35	
Exhaust Vent Fans	Yes	Yes	0	
Moisture Repairs	Yes	Yes	24	Yes
Domestic Hot Water Repairs	Yes	Yes	8	Yes
Domestic Hot Water Replacement	Yes	Yes	10	Yes
Oven Repair/Replace	Yes	Yes	0	
Miscellaneous	No	No	6	

A total of six health and safety measures had a potential for electric impacts and had installations in the participant population. These six are combination vent repair/replace,



heating system repairs, heating equipment replacement, moisture repairs, domestic hot water repairs and domestic hot water replacement. Measure dummy variables were created for each of them.

- **Adding blower door data.** Blower door test data is used to develop interactive dummy variables since the exact level of infiltration reduction is known for each customer that had blower door data. The difference between the pre CFM measurement and the post CFM measurement is divided by 100 to create a measure of infiltration reduction that has values in the range of the other explanatory variables. The CFM dummy variable is set to zero for months before the home sealing work was done and is set to the measure of infiltration reduction during months after the work was done.

## 4.1.2 Electric Savings Results

### Energy Savings

For the initial modeling process, we used all records with complete, matched data. Various model specifications were tested using the developed model variables. Table 5 shows the results from the best model specification: Heating degree days, cooling degree days, weatherization installation, and infiltration reduction all have impacts on electric energy use, and their impacts are statistically significant at the 95% confidence level.

**Table 5: Model Results**

Variable	Coefficient	STANDARD ERROR	T-value <sup>8</sup>	Statistically Significant at the 95% Confidence Level?
Cooling Degree Days	1.66	0.08	20.66	Yes
Heating Degree Days	0.45	0.03	13.02	Yes
Weatherization Participation	-1.78	0.86	-2.07	Yes
Infiltration Reduction	-0.20	0.04	-5.14	Yes
R-squared: 85%				
Number of Participants: 109				
Number of Monthly Observations: 2,719				

Average daily electric use increases by an average of 1.66 kWh per cooling degree day for this sample of participant homes before weatherization. For example, on a summer day with a mean

<sup>8</sup> The T-value is equal to the estimated coefficient divided by its standard error. It can be used directly to test the hypothesis that the coefficient is equal to zero. A T-value of 1.96 indicates there is 95% confidence that the coefficient is statistically significant and is not zero. Higher T-values indicate higher confidence levels.



temperature of 90 degrees, there are 25 cooling degree days. This means average electric energy use per home would increase 41.5 kWh on that day (1.66 x 25) due to the weather, compared to a day with a maximum temperature of 65 degrees.

Average daily electric use increases by an average of 0.45 kWh per heating degree day for this sample of participant homes before weatherization. For example, on a winter day with a mean temperature of 20 degrees there are 45 heating degree days. This means average electric energy use per home would increase 20.3 kWh on that day (0.45 x 45) due to the weather, compared to a day with a maximum temperature of 65 degrees.

As expected, electric energy use in the average home has a greater response to summer weather than to winter weather because air-conditioning relies on electricity while space-heating is primarily based on natural gas. However, there is electric space-heating in some homes and the fans on gas furnaces use electricity. Both of these contribute to increased electric energy use per home on cold winter days.

After normalizing electric energy use for the weather, the model clearly shows a reduction in use after homes have been weatherized. On average, the electric energy use in participating homes drops 1.78 kWh per day after being weatherized. This is equivalent to 53 kWh in a thirty day month, or 650 kWh per year.

Additional electric savings occur from the reduction in infiltration as measured by the blower door tests. Average daily electric energy use is reduced by 0.20 kWh for every 100 CFMs of infiltration reduction. For example, the average reduction in infiltration was 1,905 CFMs for the 2006 and 2007 participants. This level of infiltration reduction reduced average electric use per day by 3.8 kWh (0.20 x 19.05). This is equivalent to 114 kWh in a thirty day month, or 1,387 kWh per year.

Review of the billing data for the sample shows a typical annual kWh use of 11,000 kWh. Using this as a base estimate of annual electric use for this group, the estimated electric impacts are a 5.9% reduction in annual energy use as the result of weatherization (insulation) and an additional 12.6% reduction from reduced infiltration (leak sealing). As shown in Table 6, the combined effect of these two measures is an 18.5% reduction in annual energy use.

**Table 6: Estimated Savings from Weatherization and Reduced Infiltration**

Measure	Typical Base Annual kWh (Whole House)	ESTIMATED AVERAGE ANNUAL KWH IMPACT OF MEASURE	Percent Savings
Weatherization (Insulation)	11,000	-650	5.9%
Reduced Infiltration (Leak Sealing)	11,000	-1,387	12.6%
<b>TOTAL</b>	<b>11,000</b>	<b>-2,037</b>	<b>18.5%</b>

Information on the fuel use for the major end uses of the customers in this sample was not available. Therefore, to assess what might have contributed to the savings, we looked at how the savings vary by season. To find seasonal differences, we specified simplified models for each season of data: fall, winter, spring, and summer. The weatherization participation variable is used to capture the combined effect of weatherization and reduced infiltration in these simplified models. Table 7 shows that savings from the weatherization program are greatest during the winter, but they do occur in summer, too.

The large electric savings in winter may be due partially to reduced furnace fan use, but the size of the savings suggests that there are also reductions in electric space-heating. Since it is unknown how many participants use primary or supplemental electric space-heating, no definite conclusions on the source of this savings can be made. We reviewed billing data to try to identify electric space-heating customers. While some customers showed significant winter usage in response to HDD, there was no clear differentiation between those who might be using electric space-heating and those who do not. In the future, it would be useful to collect information on the type of heating system and fuels used for space-heating from participants so that the source of the electric savings can be better identified.

The origin of the summer electric savings is less uncertain: It is likely that summer savings reflect the reduced use of air-conditioning due to the weatherization and reduced infiltration of the home after participation in the program.

**Table 7: Comparison of Electric Impact by Season**

Season	Daily kWh Impact	STANDARD ERROR	T-value <sup>9</sup>	Statistically Significant at the 90% Confidence Level?
Fall (Sept, Oct, Nov)	-3.23	1.94	-1.66	Yes
Winter (Dec, Jan, Feb)	-5.22	1.17	-4.47	Yes
Spring (Mar, Apr, May)	-2.28	0.87	-2.63	Yes
Summer (Jun, Jul, Aug)	-1.96	0.92	-2.13	Yes

The modeling effort for health and safety measures – vent repair/replace, heating system repairs, heating equipment replacement, moisture repairs, domestic hot water repairs, and domestic hot water replacement – did not produce any useful impact estimates. The coefficients were either not statistically significant or carried the wrong sign. No conclusions can be drawn on electric impacts from these measures.

<sup>9</sup> The T-value is equal to the estimated coefficient divided by its standard error. It can be used directly to test the hypothesis that the coefficient is equal to zero. A T-value of 1.96 indicates there is 95% confidence that the coefficient is statistically significant and is not zero. Higher T-values indicate higher confidence levels.

## Demand Savings

Understanding the origin of energy savings is also important for estimating program impacts on summer and winter system peak demands. Given that customer peak demand information from before and after the weatherization is not available and that the source of the electric energy savings is not known, the electric demand impacts need to be estimated using the available estimates of daily energy savings.

It is expected that the electric energy savings are in response to reduced need for space-heating and space-cooling energy. Energy is used for space-heating and space-cooling at all hours of the day. Space-heating use is expected to be greater during the nighttime when outdoor temperatures are the coldest, but door openings during the day and the need for greater comfort during hours of occupant activity may offset this difference. As for space-cooling, the greatest use is normally during the afternoon and evening hours when the outdoor temperatures are the highest and occupants are looking for relief from the heat.

A detailed study of the load shapes for these end uses during winter and summer peak days was beyond the scope of this analysis, but that level of detail would be mismatched with the inherent imprecision of the daily energy reduction estimates that are available. A reasonable, and conservative, method for estimating the winter and summer electric demand impacts from the weatherization program would be the assumption of equal energy use throughout the day for both seasons.

Using this conservative assumption, the estimated winter peak reduction from the weatherization program is 0.22 kW per customer, and the summer peak reduction is 0.08 kW per customer.

**Table 8: Estimated System Peak Day Impacts**

System Peak	Daily kWh Impact	HOURLY KW IMPACT
Winter	-5.22	0.22
Summer	-1.96	0.08

### 4.1.3 Reliability of Electric Savings Estimates

All estimates of energy impacts from models are probabilistic. While they are the best estimate of the actual impacts, the estimates have a standard error. Table 9 shows the precision levels of the estimates for this study, along with their upper and lower bounds at the 90% confidence level. Since all of the lower bounds are greater than zero, all of these estimates are considered statistically significant at the 90% confidence level.

**Table 9: Precision Levels of Energy Savings Estimates**

<b>Variable</b>	<b>Coefficient</b>	<b>Standard Error</b>	<b>Precision at the 90% Confidence Level</b>	<b>Lower Bound of Coefficient at 90% Confidence Level</b>	<b>Upper Bound of Coefficient at 90% Confidence Level</b>
Weatherization Participation	-1.78	0.86	± 79%	0.37	3.19
Infiltration Reduction	-0.20	0.04	± 32%	0.14	0.26
Fall	-3.23	1.94	± 99%	0.03	6.43
Winter	-5.22	1.17	± 37%	3.30	7.14
Spring	-2.28	0.87	± 63%	0.85	3.71
Summer	-1.96	0.92	± 77%	0.45	3.47

The energy savings estimates associated with infiltration reduction and the winter season have the tightest precision levels, at 32% and 37% respectively. These are the two factors that contribute the most to the overall estimates of savings.

#### **4.1.4 Limitations of the Statistical Model**

No survey or tracking information was available on the extent of electric space-heating used among the customers in the model. Bills were analyzed to identify customers with high winter use which might be indicative of electric space-heating in the home. Twenty-six customers were identified as possibly being electric space-heating customers, but this assessment cannot be verified. There was a large reduction in electric use for this group of customers after weatherization. The electric savings from this group contributes to the overall electric energy savings found in this study. While the results of this study are reliable as ex post estimates of what occurred in 2006 and 2007, it is not known how reliable these estimates would be as ex ante estimates of electric energy savings that would occur in the future if there is a different mix of electric space-heating customers among participants. Collecting information on the types of space-heating used in the participant homes would be very helpful for identifying causes of savings and expected future savings from different participant groups.

## **4.2 NATURAL GAS IMPACTS**

This section presents the estimates of natural gas impacts for the Low Income Weatherization program. Since no gas billing data is available for the program participants, gas savings are based on secondary data. However, data from blower door tests on participant homes allows for detailed estimation of the portion of gas savings due to the reduction in air infiltration.

## 4.2.1 Secondary Data

### National Average Data

National average data are used to identify expected savings from the LIWX Program. National average data – matched against Missouri average annual consumption data – is expected to be the most reliable estimate. Oakridge National Labs has completed four major evaluations for the Department of Energy on natural gas use reduction due to weatherization assistance programs.<sup>10</sup> The most recent four evaluations have produced similar estimates of natural gas savings. This analysis uses the most current estimates<sup>11</sup> of energy savings for gas heated households:

- 295.8 therms per household per year
- Per household energy savings of 22.9% from a pre-weatherization consumption of natural gas for all end uses.

### Kansas City Area compared to the National Average

The Oak Ridge National Laboratory studies consider Kansas City to be in the moderate region.<sup>12</sup> In these studies, the moderate region has the largest population group of the study. The studies are weighted to the amount of funding they receive from the federal Weatherization Assistance Program. The majority of this funding goes to the moderate climate region. This heavy weighting towards the moderate region makes the National estimates a good representation for Kansas City.

Kansas City is also close to the national average in consumption of natural gas per consumer. This similarity supports the appropriateness of using national averages for KCP&L customers.

Table 10 and Table 11 provide the comparison of Missouri's average natural gas consumption to the national average natural gas consumption. The national consumption level of natural gas is 767 ccf per customer per year compared to Missouri's consumption of 803 ccf. This comparison averaged the natural gas usage data for the years 2002 through 2006 to minimize the influence of annual weather variations.

**Table 10: Missouri's Average Annual Household Natural Gas Consumption**

Year	2002	2003	2004	2005	2006
Number of consumers	1,340,726	1,343,614	1,346,773	1,348,743	1,353,892
Consumption (million cubic feet)	114,185	114,547	109,738	106,856	95,394
Average Annual Consumption per Consumer (ccf)	852	853	815	792	705

<sup>10</sup> (Brown, Berry, Balzer, Faby, 1993) , (Berry 1997) , (Schweitzer, Berry 1999), (Schmoyer, Berry 2003), (Schweitzer 2005)

<sup>11</sup> (Schweitzer 2005)

<sup>12</sup> (Schweitzer 2005)

Average Annual Consumption per Consumer 2002 – 2006: 803 ccf

*Energy Information Administration / Natural Gas Annual 2006*

**Table 11: National Average Annual Household Natural Gas Consumption**

Year	2002	2003	2004	2005	2006
Number of consumers	61,107,254	61,871,450	62,496,134	63,616,827	64,385,971
Consumption (million cubic feet)	4,888,816	5,079,351	4,868,797	4,826,775	4,368,370
Average Annual Consumption per Consumer (ccf)	800	821	779	759	678
Average Annual Consumption per Consumer 2002 – 2006: 767 ccf					

*Energy Information Administration / Natural Gas Annual 2006*

Based on these considerations, estimated natural gas savings for the KCPL LIWX Program are 295.8 therms per year.

#### 4.2.2 Blower Door Evaluation

Blower door savings can be predicted from the KCP&L weatherization program data. The blower door savings is only a portion of what the weatherization program accomplished so this is considered the floor of potential program savings.

KCP&L conducted blower door weatherization procedures for nearly all program participants. The first national evaluation of the weatherization program done by Oak Ridge National Laboratory showed lower estimated savings than the next four meta-evaluations, all of which were similar to each other. Each of the meta-evaluations after the first study gave advance auditing and blower door testing as a reason for this shift. These procedures were not widely used at the time of the first evaluation.

Blower Door weatherization procedures are now common. This diagnostic tool measures the air tightness of the building and detects air leaks. Air leaks are a source of heat loss which increases the need for greater natural gas consumption to maintain an adequate comfort level. After a first blower door test, the major air leaks are fixed by the weatherization crew. A second blower door test is then conducted to evaluate the increased tightness of the building. The effectiveness of the infiltration reduction measures are measured in a reduction in cubic feet per minute (CFM).

Knowing the CFM reduction and other characteristics of the home, an estimation can be done on the amount of natural gas savings that can be expected. Models are available to estimate natural gas energy savings from the infiltration reduction measured in KCP&L participant homes that had blower door data. The data needed to perform this modeling are:

- Climate Zone
- Stories Above Ground

- Shielding: (What shelter does the surrounding area provide)
- Heating Degree Days
- Heating Fuel Type (Natural Gas)
- Heating System Efficiency

Kansas City falls in the lower region of climate zone two as the industry standard for blower door evaluations. The stories above ground used for this evaluation is 1 ½ stories as an average value to represent all homes. The shielding option is considered to be normal. The Heating Degree Days for Kansas City are 4,734.<sup>13</sup> Heating fuel type is Natural Gas. Heat system efficiency is estimated at 78%.

Using this data, the model estimates annual savings of 5.669 therms per 100 CFM reduced. The average reduction per KCP&L home was 1,905 CFM. This would result in an estimated average annual reduction of 108 therms per participant.

This evaluation shows an expected reduction in natural gas consumption of 108 therms per year for KCP&L weatherization customers that received the blower door procedures.

### **4.2.3 Summary of Results**

We find the results from the previous two sections consistent with each other. National studies estimate that total natural gas savings per customer are 295.8 therms per year; this value is appropriate to use for the Kansas City area. Blower door test information indicates savings of 108 therms per participant for the infiltration reduction portion of the weatherization program. This is a reasonable proportion of the estimate of total savings.

## **4.3 KCPL SHARE OF IMPACTS**

During 2006 and 2007, KCP&L's funding limit per home was \$1,500. Because most weatherizations cost more than \$1,500, the CAP/LI agencies often commingled funds from multiple sources to cover the full weatherization costs. Since KCP&L funds only paid for a portion of the weatherization, the program can only take credit for that portion of energy savings. Average per home funding by KCP&L in 2006 and 2007 was \$1,966, or 56% of the average weatherization cost of \$3,500. As a result, estimated program savings are 56% of the total estimated savings, or 255,521 annual kWh, 10 summer peak kW, 28 winter peak kW, and 37,130 therms. Table 12 details these calculations and results.

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<sup>13</sup> Based on 30-yr normals from NOAA.

**Table 12: KCPL Share of Low Income Weatherization Program Savings 2006-2007**

	<b>Savings per Customer</b>	<b>Number of Participants in 2006-2007</b>	<b>Total Savings 2006-2007</b>	<b>KCPL Share of Funding</b>	<b>KCPL Share of Savings 2006-2007</b>
<b>ELECTRIC</b>					
Annual kWh	2,037	224	456,288	56%	255,521
Summer kW	0.08	224	18	56%	10
Winter kW	0.22	224	49	56%	28
<b>NATURAL GAS</b>					
Annual Therms	296	224	66,304	56%	37,130



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**Midwest Energy Efficiency Alliance  
Change A Light, Change The World 2005 Campaign  
Summary Report, Results and Lessons Learned  
April 10, 2006**

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## INTRODUCTION

The Environmental Protection Agency (EPA) introduced the National Change a Light, Change the World fall lighting campaign in 2001. The campaign serves as a framework for cooperation between national, regional and local ENERGY STAR partners in delivering a coordinated message to the public regarding the energy saving benefits of qualified lighting products. This was the fifth year that MEEA participated in the national Change a Light, Change the World campaign. The goals of the campaign were as follows:

- Achieve unit sales of 307,400 ENERGY STAR labeled CFLs and corresponding energy savings.
- Raise consumer awareness of the energy saving and environmental benefits of using ENERGY STAR qualified CFLs.
- Increase consumer recognition of the ENERGY STAR label.
- Establish a low price point for CFLs in targeted markets.
- Leverage state and utility dollars to gain the investment of resources in the campaign by manufacturer and retailer partners.
- Demonstrate to retailers that investing in the promotion of ENERGY STAR qualified CFLs can be financially profitable and yield positive PR.

Achieving these objectives required a coordinated effort involving state, utility, manufacturer and retailer sponsors in five states. Thanks to the combined efforts of these partners the campaign achieved the following results:

- 259,578 ENERGY STAR qualified CFLs were purchased in five states.
- 92,851,051 kWh will be saved over the life of the CFLs.
- 42,920 Midwest consumers were served
- Advertising, point of purchase (POP) materials and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs.
- \$126,214 in matching rebate contributions was leveraged from MEEA's manufacturer and retailer partners.
- 237 retail locations participated.

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 9,285 homes for one year and to keep 111,421 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced a resounding success. This report details the process of organizing the campaign and its results.

## **PROGRAM IMPLEMENTATION AND DESIGN**

### **Promotion Sponsors**

MEEA received funding from sixteen sponsors across the region for the 2005 campaign:

- AmerenUE, Missouri
- Aquila, Missouri
- City Utilities of Springfield, Missouri
- Columbia Water and Light, Missouri
- Missouri Department of Natural Resources
- Kansas City Power and Light, Missouri
- Empire District Electric Co., Missouri
- Independence Power and Light, Missouri
- Commonwealth Edison, Illinois
- Xcel Energy, Minnesota
- Minnesota Department of Commerce
- Willmar Municipal Utilities, Minnesota
- Alexandria Light and Power, Minnesota
- Southern Minnesota Municipal Power Agency
- Indianapolis Power and Light, Indiana
- Ohio Department of Development, Office of Energy Efficiency

### **Contractors**

MEEA selected Wisconsin Energy Conservation Corporation (WECC) through a competitive bid process to implement the 2005 Change a Light, Change the World campaign for the fourth year in a row. The campaign was modeled after successful CFL promotions that WECC had designed and implemented for Focus on Energy in Wisconsin. Working with WECC simplified regional coordination because WECC was already implementing a Change a Light campaign for Focus on Energy in Wisconsin, and Minnesota Power, Otter Tail Power and Great River Energy in Minnesota. This partnership created a cohesive campaign across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC assisted MEEA by negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, organizing special press events and administering the fulfillment of incentives.

EA Langenfeld, the field representatives for GE, assisted in delivering POP signage and rebate coupons, retailer training and faxing updates to the Ace stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, OH, IL, MO and IN.

Detail at Retail, the field representatives for Home Depot, assisted in delivering POP signage and rebate coupons and communicated the promotion procedures to staff at participating Home Depot locations in MO, IN, MN and OH.

### **Industry Partners**

MEEA and WECC issued the request for proposals to manufacturer and retailer partners jointly. General Electric (GE) and Ace Hardware Corporation (Ace) along with Technical Consumer Products (TCP) and Home Depot were selected as the primary manufacturer and retailer\* teams to support the promotion. The decision to select this team was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsor's service territory of any retailer.

- Ace retailers had hosted the campaign in 2002, 2003 and 2004, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support included a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of purchase materials (POP).
- TCP's offer of financial support included a \$.50 contribution to a \$2 instant rebate and the printing of POP materials.
- Home Depot, a major national retailer, offered the potential to sell a large volume of CFLs in select utility service areas.
- GE and TCP were the only manufacturers to offer the use of its merchandising contractors (EA Langenfeld and Detail at Retail) to provide in-store support, an extremely cost effective means to delivering POP materials and retailer training.
- GE offered a wide variety of specialty bulbs for inclusion in the promotion.

\* In areas where there were no viable Ace Hardware or Home Depot retailers, MEEA also worked with True Value Hardware. GE was the manufacturer for all product rebated through True Value Hardware.

### **Promotion Strategy**

In order to achieve a sustainable increase in the penetration of ENERGY STAR qualified CFLs in targeted markets, a promotion must work to expand both supply and demand of the product. To accomplish this, a combination of push and pull strategies were employed for the Change a Light, Change the World campaign.

- ♦ **To facilitate supply (market pull):** Program resources were leveraged to gain financial and logistical support from CFL manufacturers and retailers, vesting their interest in the success of the campaign. These partnerships allowed MEEA to influence the product and price offered to the consumer. In addition, MEEA gained endorsement of the campaign from both manufacturer and retailer partners. The approval of the Corporate Ace and Home Depot aided in the recruitment of independent Ace Hardware retailers and Home Depot locations. Furthermore, it was necessary to work with these allies to ensure a sufficient supply of CFLs to accommodate the each sponsor's targeted goal.
- ♦ **To increase demand (push):** The program utilized an instant rebate coupled with consumer education on the benefits of CFLs through radio, print advertising, press release and point of sale materials.

### **Campaign Coordination**

A "top down" communication strategy was utilized to leverage existing manufacturer and retailer infrastructure and communication channels in the coordination of the Change a Light, Change the World campaign. This approach utilized existing communication channels, increasing the program's effectiveness while keeping costs at a minimum.

Buy in from the manufacturer and retailer is essential to the success of any retail-based promotion initiated by a third party. MEEA worked closely with WECC, the Ace Hardware Cooperative and TCP to design a campaign that would appeal to independently owned Ace Hardware stores and Home Depot stores. In addition, Ace used its buying power to help negotiate favorable terms with GE.

Many of the Ace Hardware retailers organize themselves into regional advertising cooperatives designed to share the cost of advertising in their respective markets. Moving down the distribution chain, WECC worked with these regional groups to coordinate the recruitment of individual retailers and the placement of advertising.

This top down strategy proved effective in gaining buy-in from stakeholders. Further, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

### **Target Markets**

Funding constraints required that MEEA narrow the scope of the Change a Light, Change the World campaign to specific targeted markets within each sponsor's service territory. Target markets were selected based on a number of considerations including:

- Sponsor preference
- Size and composition of local Ace Hardware advertising cooperatives and their volume potential
- Availability of media and cost of advertising
- Existence of advertising groups

See attachment A for a full list of participating retailers and their locations.

Ace Hardware would only agree to support MEEA's cooperative advertising strategy if the opportunity was extended equally to every member of the group in each targeted market. Advertising could not be tailored within target markets to include some stores and not others. This presented some challenges, as there is limited funding available for the promotion and oversubscription of product is not always covered by program sponsors.

### **Product and Pricing**

The product strategy for the Change a Light, Change the World campaign was designed to expand the selection of product, while offering maximum value. To accomplish this, the following selection criteria were developed:

- Increase the selection of CFLs by encouraging retailers to offer "specialty type" CFLs.
- Select a brand of product with strong brand recognition among consumers—a name they know and trust.
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate, while remaining profitable for retailers.
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance.

The pricing strategy for the campaign aimed to achieve the following goals:

- Provide consumers an exceptional value as incentive to try ENERGY STAR qualified CFLs.
- Establish a low price point (before rebate) in targeted markets.
- Allow retailers to make a sufficient profit to motivate them to continue to promote ENERGY STAR labeled CFLs.

MEEA worked closely with Ace Hardware and GE to choose nine models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was offered in conjunction with the campaign in order to ensure an exceptional value for participating consumers. This instant rebate was funded cooperatively by state and utility sponsors and GE. The following table details the products, price points and instant rebates offered during the campaign.

<b>GE Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>State/Utility contribution</b>	<b>GE Contribution</b>	<b>Price After Rebate</b>
41520	15W	2.99	2.00	1.45	.55	.99
15516	20W	2.48	2.00	1.45	.55	1.48
15517	26W	2.76	2.00	1.45	.55	1.76
24684	32W	8.99	2.00	1.45	.55	6.99
41442 (3 way)	29W	8.99	2.00	1.45	.55	6.99
21733 (A line)	15W	5.99	2.00	1.45	.55	3.99
20708 (R30)	15W	5.99	2.00	1.45	.55	3.99
21710 (Dimmable)	15W	10.99	2.00	1.45	.55	8.99
21739 (Par)	26W	7.99	2.00	1.45	.55	5.99

It is important to note that although most retailers followed the suggested retail prices established by MEEA and Ace Hardware Corporation, a minority chose to sell the bulbs at either a higher or lower price. Because Ace Hardware stores are independently owned, Federal antitrust legislation prohibits the standardization of prices or “price fixing.”

In their original proposal, TCP and Home Depot offered a \$.55 contribution towards a \$2 instant rebate on 4 individually packaged bulbs, a 14 watt spiral, a 20 watt spiral and a 23 watt spiral, along with a 23 watt odor eliminating specialty bulb. Product would be allocated on the wholesale level to ensure product was not oversubscribed.

In August, TCP approached MEEA and WECC with a new approach for the promotion. Home Depot was planning to promote the Change a Light Change the World campaign nationally with a highly visible endcap display featuring several TCP products sold under the Commercial Electric in-store brand name. TCP proposed adding to the existing national campaign by rebating the Commercial Electric product. Joining the Home Depot national campaign offered several advantages over the initial program proposal including a reduced cost per unit to sponsors and guaranteed product placement in a highly visible location. Instead of allocating product on the wholesale level, the promotion would include product already in the stores, which TCP assured would be more than adequate to meet area specific goals. Allocations would be tracked weekly through sales data and promotions would be pulled if goals were met before the end of the campaign. The following table details the products, price points and instant rebates offered through Home Depot during the campaign.

<b>Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>Price After Rebate</b>
292-460 (6 pack)	14W	9.97	4.00	5.97
591-830 (4 pack)	23W	9.97	4.00	5.97
166-785 (R30 4-pack)	14W	13.97	4.00	9.97
590-472 (Par38 4-pk)	23W	19.97	4.00	15.97



### **Quantity Restriction**

As part of the 2005 promotion MEEA established a quantity restriction of 12 units in Illinois, Indiana and Ohio, 8 in Minnesota, and 6 in Missouri. Quantity restrictions varied by state due to sponsor specifications for the campaign. In general, retailers have expressed a preference for higher quantity restrictions (12) over the lower restrictions (6).

### **Allocation Strategy**

In order to prevent oversubscription, an allocation strategy was employed to limit the number of CFLs that retailers could purchase from Ace Hardware Corporate for the campaign. The limit was based on the available rebate budget in each area. Ace Hardware retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the campaign, with the understanding that orders may be reduced if, collectively, orders exceeded an area's total allocation. In the event that initial orders did not exceed the area's allocation, retailers were allowed to purchase the remaining CFLs on a first-come, first-serve basis.

Initial GE orders did not exceed product allocations in any of MEEA's targeted markets. Retailers were allowed to purchase the remaining CFLs on a first-come, first-serve basis. Orders were monitored throughout the campaign and once an area reached its allocation, retailers were no longer allowed to order product for the promotion. While time consuming, this method proved highly effective in controlling the volume of CFLs sold by retailers in each market.

At participating Home Depot locations, bulb allocations were monitored at the sales level instead of the wholesale level. Bulb goals were determined for each store or group of stores prior to the campaign launch date and then monitored weekly with TCP provided sales data. As cumulative sales data approached the total allocation, the promotion was pulled from the store or group of stores. As the campaign progressed and coupons were being processed, some areas indicated high breakage rates (the percentage of coupons not returned) so allocations were oversubscribed in an attempt to meet area goals. In the end, none of the Home Depot stores exceeded their allocations.

Each market area received enough product to achieve each area's specified sales goals.

### **Retailer Recruitment**

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was largely accomplished by working through existing relationships made with advertising cooperatives during previous campaigns. As previously discussed, many of the Ace Hardware retailers organize themselves into regional advertising cooperatives. Pooling resources in this manner allows the retailer the ability to afford more prominent advertising than they would be able to buy individually. The same holds true for the Change a Light campaign - working through these groups offers a highly cost effective mechanism for advertising the campaign. Each group chooses the promotions it wants to collectively participate in and then places advertising on behalf of the entire group, making participation in the campaign mandatory for all members. Cooperative advertising dollars are used as leverage to gain group participation in each of the targeted markets. This system is a highly cost-effective way to recruit retailers, saving time and money by targeting a group of retailers instead of having to approach each individually. It also met Ace Hardware Corporation's requirement that the campaign be offered to all retailers equally in each market. In rural areas and in target markets where an Ace Hardware advertising association didn't exist, stores were recruited individually to encourage participation in the campaign.

Since Home Depot was running a national Change a Light campaign, recruiting individual Home Depot stores within targeted areas was not necessary. A store list was provided by TCP and participating stores were selected based on target area boundaries.

**Advertising**

The Change a Light, Change the World advertising strategy relied on the PR value of the campaign and cooperative advertising as leverage to gain retailer support for ad placement and financing. An advertising budget was set in each target market based on the local cost of advertising, quality of media, and unit sales goals. The Ace Hardware advertising groups were instrumental in customizing advertising plans that maximized program exposure in their local markets.

Media included print advertising in newspapers, “shoppers” and Ace Hardware circulars. The most efficient means of advertising the campaign in every market was through Ace Hardware circulars. Ace Hardware advertising groups pool their funds to purchase and distribute these circulars in local newspapers and through direct mail. All of the advertising groups purchase the circulars from either Ace Hardware Corporate or Atlantic Press, a private advertising firm. Advertisements were customized with local sponsor information. Bulk purchasing the ads in this manner allowed for the largest possible number of consumers to be reached with limited funds.

Print ads included the Change a Light, Change the World ENERGY STAR logo, sponsor logos, the price after instant rebate, and language stating who sponsored the instant rebate. Radio ads included mention of Change a Light, Change the World, the sponsor’s name, and the price after instant rebate. Retailers were also asked to communicate the following information in their advertising:

- CFL bulbs use 75% less energy than incandescent light bulbs
- CFL bulbs last up to ten times longer
- CFL bulbs fit in many of the same applications
- CFL bulbs are just as bright as regular incandescent bulbs

The Change a Light, Change the World logo and theme tied the local promotion to other regional and national promotions. Including sponsor logos and language added credibility to the campaign while offering PR value to sponsors. Incorporating the benefits of CFLs in the ads communicated key selling points for switching from incandescent light bulbs to CFLs.

Cooperative advertising funds were not offered to participating Home Depot stores. As a national retailer, Home Depot is unable to readily create ads for specific store locations.

**Press Events/CFL Bulb Sale Events**

Three major CFL bulb sale events were held in Missouri. The AmerenUE sponsored bulb sale event on October 5<sup>th</sup>, National Change a Light Day, in Jefferson City, featured a press conference with the Governor of Missouri and the Mayor of Jefferson City, attracting several local tv and radio stations. All events were promoted through flyers and advertising. See attachment C for sample bulb sale flyers. The following table summarizes the events and their results:

<b>City</b>	<b>St. Louis, MO</b>	<b>Jefferson City, MO</b>	<b>Springfield, MO</b>
<b>Location</b>	Earth ways Home	Westlake Ace	Westlake Ace
<b>Date</b>	10/15-17	10/5	10/23
<b>Press Event</b>	No	Yes	No

<b>Results</b>	5,100 CFLs sold	2,500 CFLs sold	5,000 CFLs sold
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In addition to the CFL bulb sale events, several Ace retailers invited local radio stations to broadcast live from their stores in late October. In smaller media markets, this is an extremely cost effective way to generate a high volume of sales over a short period of time.

### **Point of Sale Materials**

MEEA and WECC used the same point of purchase (POP) materials, reducing overall costs while ensuring a coordinated look throughout the Midwest. Each retailer received state-customized materials displaying individual sponsor logos by area. POP materials highlighted the following features and benefits of ENERGY STAR qualified lighting:

- Use of 75% less energy
- Last up to 10 times longer
- Save at least \$28.00 in energy costs over the life of each ENERGY STAR qualified bulb.

POP materials were hand delivered to all participating stores. Hand delivering the POP materials greatly improved the number of retailers that properly displayed their materials. Retailers received training on the campaign when the POP materials were delivered. The following materials were provided to the retailer for use in the campaign:

- directional signs
- shelf shouters
- promotional banners
- reward forms
- fact sheets
- promotional outline

The POP materials for Home Depot were delayed at the printer by a week. Temporary materials were installed for the start of the campaign and then replaced within a week of October 1st when POP materials returned from the printer.

### **Toll Free Line**

A toll free line was set up in support of the campaign. All promotional materials included the toll free number, which connected customers to the call center at WECC. The line launched on September 15<sup>th</sup> and at the time of this report, 1,858 consumer calls had been received.

## RESULTS

The chart below summarizes the number of CFLs sold, the unit sales goal, number of participating retailers, number of customers served and energy savings gained in each sponsors service territory.

	AmerenUE	MO DNR	City Utilities of Springfield	Columbia Water and Light	Aquila	Empire District Electric Co	KC Power and Light MO	KC Power and Light KS	Independence Power & Light
# participating retailers	29		1	3	6	4	10	n/a	1
CFL goal	67,026		5,097	6,137	7,526	7,244	17,982	n/a	1,211
# CFLs ordered by retailers	132,204*		4,992	14,356*	7,494	10,428*	28,749*	n/a	1,200
# CFLs purchased by consumers	39,615	14,562	4,660	2,617	8,510	4,292	7,051	801	1,059
Annual kWh savings	2,024,327	744,118	238,126	133,729	434,861	219,321	360,306	40,931	54,115
Lifetime kWh savings	14,170,286	5,208,827	1,666,882	936,101	3,044,027	1,535,248	2,522,143	286,518	378,804

	Com Ed	IPL	XCEL Energy	SMMPA	Willmar Municipal Utilities	Alexandria Light & Power	MN DOC	Ohio DOD	Totals
# participating retailers	114	9	29	11	1	1		18	237
CFL goal	66,636	10,752	50,657	11,522	4,510	1,100		50,000	307,400
# CFLs ordered by retailers	67,136	27,828*	49,700	5,468	8,058*	1,116		95,276*	454,005
# CFLs purchased by consumers	61,441	12,182	51,136	5,587	2,154	259	6,868	36,783	259,577
Annual kWh savings	3,139,635	622,500	2,613,050	285,496	110,069	13,235	350,955	1,879,611	13,264,385
Lifetime kWh savings	21,977,446	4,357,501	18,291,347	1,998,470	770,486	92,644	2,456,684	13,157,279	92,850,693

\* includes total bulbs sold by participating Home Depot stores

## Total Savings for Change a Light, Change the World

### Energy Savings

Total CFLs Sold	259,577
Annual kWh Savings	13,264,385
Lifetime kWh Savings	92,850,693

### Environmental Savings

Pounds of CO2 Avoided over the life of the CFLs	222 million
Pounds of NOX Avoided over the life of the CFLs	594,000
Pounds of SO2 Avoided over the life of the CFLs	1 million
Total Number of Cars Removed over the life of the CFLs	15,000

### Economic Analysis

Life of CFL System	CFL Annual Savings (kWh)*	Year '1' Cost Of Energy	Cost of Energy Escalator	MEEA Sponsor Contribution	
7	13,264,385	0.0755	1.00%	\$593,000	
Cost of the Program*	Net Present Value of Program Return on Investment	Benefit- Cost Ratio	Discount Rate	Average Value of Energy Saved	Simple Payback Period (Years)
\$593,000	\$5,749,234	9.70	3.33%	\$1,032,010.67	0.57

Present Value of Benefits				
Yr	kWh Saved	Ave. Cost \$/kWh	Value of Energy	PV Benefits (Energy Saved)
0	0	0.00000000	\$0	\$0.00
1	13,264,385	0.07550000	\$1,001,461	\$969,187.14
2	13,264,385	0.07625500	\$1,011,476	\$947,332.82
3	13,264,385	0.07701755	\$1,021,590	\$925,971.31
4	13,264,385	0.07778772	\$1,031,806	\$905,091.47
5	13,264,385	0.07856560	\$1,042,124	\$884,682.46
6	13,264,385	0.07935125	\$1,052,546	\$864,733.66
7	13,264,385	0.08014477	\$1,063,071	\$845,234.68
	<b>92,850,695</b>		<b>\$7,224,075</b>	<b>\$6,342,234</b>

\*Does not include manufacturer and retailer contributions. Cost benefit analysis is based entirely on sponsor contributions to meet reporting requirements of participating sponsors.

## LESSONS LEARNED

### New Partnerships

For the past three years, the Midwest campaign has used GE and Ace Hardware as primary the manufacturer/retailer partner. While Ace Hardware has sufficient coverage in most sponsor territories in the Midwest, a second retailer was needed in several markets to reach 2005 sponsor goals. TCP and Home Depot agreed to partner with MEEA as the secondary manufacturer/retailer team for the 2005 campaign. This new partnership provided many valuable lessons for the Midwest campaign.

Home Depot is the largest home improvement retailer in the world, with 1,500 stores across the country. Some of the advantages of working with Home Depot included:

- Home Depot's purchasing power - the volume of CFLs purchased nationally by the retailer reduces the cost to the consumer, reducing the sponsor's contribution to the rebate.
- Home Depot has their own in-store CFL brand, Commercial Electric, a TCP product, available in affordable multi-packs.
- Stores are located in prime retail locations through out the Midwest.
- High volume of foot traffic.
- Tagging onto the national Home Depot Change a Light campaign guaranteed high visibility for the promotion.

While there were definite advantages to working with Home Depot, the program faced several challenges as well. The two biggest challenges faced in working with Home Depot were:

### 1. Retailer Training

The average Home Depot store is over 100,000 sq ft (does not include the garden area) in size and employs over 200 people. This posed a big challenge to training Home Depot employees on the campaign. Detail at Retail, the field representatives provided for the campaign, is contracted by Home Depot to monitor the lighting departments of each Home Depot store. Field reps visited stores every 3 to 5 days with a list of items to check in the lighting section. When the Detail at Retail field reps first installed the promotion they also trained staff in the lighting department on the campaign details and benefits. Field staff could only train employees at the store at the time of their visit. The process is similar at Ace Hardware stores, but being smaller in size and staff, Ace staff and managers relay the information to staff not present during the initial training. This did not appear to happen at Home Depot.

There were several reports from sponsors that the promotion was not up in a store at the time of their visit. While field reps replaced the POP materials in stores that had removed them each time they visited, it was discovered that some of the promotions were being removed when the shifts changed. One Home Depot manager that was well informed of the campaign, reported the POP was being removed by a manager on another shift. Training staff at Home Depot stores in the same manner in which staff at Ace stores are trained proved ineffective. In order to train all pertinent staff at Home Depot stores on the promotion, more resources would need to be invested, which could potentially decrease the current cost-effectiveness of the campaign.

Additionally, when Home Depot's national campaign was removed from all stores at the end of October, Detail at Retail was instructed to also pull MEEA's Change a Light POP materials. This proved a significant challenge to the campaign, which took a week to resolve. Despite Detail at Retail's enthusiasm and support for the Midwest campaign, they could not reinstall the POP without approval from the corporate office of Home Depot. With their support and lobbying, we were successful in getting the Midwest campaign back in stores, but in most cases, lost the prominent location at the end of the lighting isle.

### 2. Coupon Redemption

Participating Home Depot stores sold a large volume of CFLs during the campaign. In fact, TCP reported that nation-wide, there was a 30-50% increase in sales from the national Change a Light campaign that Home Depot promoted, while in the Midwest, stores participating in MEEA's campaign had a 50-70% increase in sales. Unfortunately, MEEA

only received coupons on 25% of the products reported sold during the promotion. Several stores in Missouri failed to send in any coupons. The Home Depot store in Columbia, MO was contacted after all of the rebates were counted and it was discovered they had not submitted any coupons. The first call to the store was unsuccessful, staff did not know of the promotion, however, on a follow-up call, a staff in the accounting department did remember the promotion and remembered sending a stack of coupons to a processing warehouse of Home Depot's. The coupons were never reclaimed.

One issue with a coupon-based promotion at Home Depot is inherent to Home Depot's checkout system. Manufacturer coupons are all treated the same, when a customer comes in with a coupon, the cashier selects a key on the cash register for manufacturer coupon and then enters the amount of the coupon. Home Depot is not set up with a bar code system for manufacturer coupons. A cashier could potentially enter any amount they chose for the coupon, as there is no way to track it without a bar code.

Another challenge encountered with the coupon-based promotion at Home Depot relates back to the retailer training challenge. Cashiers are separate staff from the lighting department staff and training them on the promotion would have required considerable time and resources. Despite printed instructions on the back of the coupon on where to send it for reimbursement, coupons were sent to several different places before arriving at WECC's fulfillment house for processing. Some were sent to an independent processing center for Home Depot and then sent on to Home Depot corporate, others were sent straight to the corporate offices. This contributed to a lag in processing time.

It is impossible for us to determine how many coupons were lost in this process, and how many units were sold without a coupon.

Home Depot has participated in numerous utility based CFL promotions throughout the country. These promotions have typically been in-store markdown based promotions and feedback on these promotions from regional program administrators and contractors has been extremely positive. If partnering with Home Depot in the future on CFL promotions, it is highly recommended that the promotions are in-store markdown based promotions rather than coupon-based promotions.

### **Spillage**

Spillage continues to be a challenge in most campaign market areas. Some states have budgets to cover spillage, while others do not. With the loss of state funding this year in Illinois and Indiana, participating sponsors in those states had to cover the spillage themselves. In the Chicago market, spillage was only 5%, posing less of an issue, but in markets like Indianapolis, spillage rates were over 50%.

Using Home Depot in some markets most likely contributed to higher spillage rates because Home Depot attracts customers from a broader distance than a local hardware retailer will. This was evident in Indianapolis, where last year, Ace Hardware was the only retailer used and spillage was at 30%.

In Missouri and Minnesota, where there is funding for spillage, the addition of new sponsors the past two years has increased the need for additional funding on the state level. Missouri and Minnesota both have a large number of participating utilities, but high numbers of non-participating municipal and rural utilities throughout each state create challenges to meeting the goals of sponsors while straining the funding available for spillage.

Some of the spillage is picked up by participating sponsors whose customers are purchasing units in other markets, which, as we expand into new markets with the addition of new sponsors is, on the whole a positive, but still poses challenges to meeting goals in the sponsoring utility's market. For example, Kansas City Power and Light lost almost one third of the bulbs sold in their territory to spillage, but 40% of those units were purchased by customers of other participating utilities.

In Columbia Missouri, 50% of the units sold went to spillage with half of the spillage going to customers of a non-participating municipal utility that surrounds Columbia Water and Light's service territory. Several other utilities face similar challenges in Minnesota and Missouri. This is the second year that we have gone over the state's budget for spillage coverage in Missouri, and the first year we have gone over budget in Minnesota, a cost which MEEA is forced to absorb.

Several strategies were employed this year to combat spillage. In market areas where the campaign was run in previous years, each store was reviewed to determine their spillage rates. Stores with high spillage rates were excluded as much as possible to reduce the incidence of spillage. However, in some market areas, several Ace retailers are owned by one group. Excluding a store within an eligible area that is part of a larger group of collectively owned participating stores has posed challenging with the retailer.

Additionally, in some areas language was added to the coupon requiring the customer to self-verify that they are a customer of a sponsoring utility. In the areas that employed this strategy, it was not found to be successful at deterring customers of non-participating utilities from redeeming the coupon. Given the nature of the retail industry, we can not mandate the retailer exclude anyone from the promotion and turn away business.

In sponsor territories where spillage is high, we will need to secure additional funding for spillage in order to meet sponsor goals. Without it, we are limited in the number of units we can allocate for rebates.

### **Utility Bill Stuffers**

MEEA and WECC also worked with Alliant Energy and Mid American Energy in Iowa on a separate, but regionally coordinated Change a Light campaign. Both of these utilities created bill stuffers and sent them to every customer in their service area. The use of a bill stuffer proved to be highly successful in Iowa. Many retailers in Iowa reported that consumers brought the bill stuffers to the stores with them and it that it seemed to have had a positive impact on CFL sales. Alliant Energy and Mid American consumers purchased over 400,000 CFLs in less than 90 days during the campaign. It is strongly encouraged that sponsors consider using bill stuffers to promote future Change a Light campaigns.

### **Sponsor Feedback**

After the campaign, MEEA solicited feedback from several sponsors on the administration of the program. In general, the feedback received was very positive. A few themes surfaced as areas from improvement in future campaigns.

#### **1. Communication**

Prior to the campaign launch provide more frequent updates and communication on what is going on behind the scenes.

During the campaign provide more frequent updates on sales.

#### **2. PR**

Work with sponsor to identify PR opportunities amongst neighboring utilities to increase coverage of the promotion and share expenses.



## **CONCLUSION**

The 2005 Change a Light, Change the World campaign was a success for MEEA and its program sponsors. MEEA secured funding from 16 sponsors across five states. Additionally the campaign leveraged over \$125,000 in matching rebate dollars from the manufacturer, not including advertising and point of sale support. 237 retailers participated in the promotion. Twenty Ace regional ad groups and individual stores ran the promotion in their monthly circulars or created individual Change a Light campaign advertisements.

As a result of the 2005 Change a Light Change the World campaign over 259,578 CFLs were sold in the region, translating to almost 93,000,000 kWh savings over the life of the CFLs, saving enough energy to prevent 111,421 tons of CO<sub>2</sub> from being released into the atmosphere and equaling the removal of over 14,995 cars from the road.

## Attachment A – Participating Retailers

### Illinois Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE - DES PLAINES	1045 E OAKTON ST	DES PLAINES
ACE HARDWARE - PARK RIDGE	700 N NORTHWEST HWY	PARK RIDGE
ACE HARDWARE #1	239 N GENESEE ST	WAUKEGAN
ACE HARDWARE #163	985 N ROUTE 59	ANTIOCH
ACE HARDWARE #200	994 N LAKE ST	AURORA
ACE HARDWARE #4137	2660 SHERIDAN RD	ZION
ACE HARDWARE #4848	24 N DRYDEN	ARLINGTON HEIGHTS
ACE HARDWARE #9000	1901 W WILSON ST	BATAVIA
ACE HARDWARE #9300	2144 W GALENA BLVD	AURORA
ACE HARDWARE GRAYSLAKE	945 E BELVIDERE RD	GRAYSLAKE
ACE HARDWARE GURNEE	4806 GRAND AVE	GURNEE
ACE HARDWARE HOME CENTER	659 W RAILROAD AVE	ROUND LAKE
ACE HARDWARE IN SUAK VILLAGE	1701 SAUK TRAIL	SAUK VILLAGE
ACE HARDWARE LAKEHURST	400 LAKEHURST RD	WAUKEGAN
ACE HARDWARE LIBERTYVILLE #800	155 PETERSON RD	LIBERTYVILLE
ACE HARDWARE MUNDELEIN	609 E HAWLEY	MUNDELEIN
ACE HARDWARE ROUND LAKE BEACH	817 E ROLLINS RD	ROUND LAKE BEACH
ACE HARDWARE WAUCONDA	425 W LIBERTY ST	WAUCONDA
ACE HARDWARE WAUKEGAN	3232 N LEWIS	WAUKEGAN
ADAMS STREET ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
ARCHER AUSTIN ACE HARDWARE #06	6146 S ARCHER	CHICAGO
ARTURI ACE HARDWARE	5445 W 127TH ST	CRESTWOOD
BARRINGTON ACE HARDWARE #4778	189 W NORTHWEST HIGHWAY	BARRINGTON
BARTLETT ACE HARDWARE #4455	136 BARTLETT PL	BARTLETT
BAUMERT'S ACE HARDWARE #5118	821 E NERGE RD	ROSELLE
BERWYN ACE HARDWARE #4810	6316 W OGDEN	BERWYN
BJORKMANS ACE HARDWARE	4520 CRYSTAL LAKE RD	MC HENRY
BOWEN ACE HARDWARE HOME CENTER	1753 W GOLF RD	MT PROSPECT
BUIKEMA ACE HARDWARE	90 EAST LOOP RD	WHEATON
BUIKEMA ACE HARDWARE # 10602	5035 ACE LN	NAPERVILLE
BUIKEMA ACE HARDWARE #10546	445 WEBER RD	ROMEDEVILLE
BUIKEMA ACE HARDWARE #5100	1705 N MAIN ST	WHEATON
BUIKEMAS ACE HARDWARE	2300 S EOLA RD	AURORA
BUIKEMA'S ACE HARDWARE	2240 S RT 59	PLAINFIELD
BUIKEMA'S ACE HARDWARE #138	1030 N WASHINGTON ST	NAPERVILLE
BUIKEMA'S ACE HARDWARE #6900	1337 DOUGLAS RD	MONTGOMERY
CHRISTENSEN ACE HARDWARE #2	145 E FIRST ST	ELMHURST
CLARK STREET ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
CRETE ACE HARDWARE #11174	1050 E EXCHANGE	CRETE
DAVIS ACE HARDWARE #7457-1	46 SOUTH VILLA	VILLA PARK
DEJAY'S ACE HARDWARE #236	10340 S KEDZIE AVE	CHICAGO
DOUGLAS ACE HARDWARE #4795	1212 S NAPER BLVD	NAPERVILLE

DUKE'S ACE HARDWARE #161-I	5634 W 87TH ST	BURBANK
DUKE'S ACE HARDWARE #5750-I	7610 W 111TH ST	PALOS HILLS
DUKES ACE HARDWARE #7776	326 N LAGRANGE RD	FRANKFORT
EBEL'S ACE HARDWARE	190 W JOE ORR RD	CHICAGO HEIGHTS
EBELS ACE HARDWARE #11600	15541 S CICERO	OAK FOREST
EBEL'S ACE HARDWARE #7356	18410 GOVERNORS HWY	HOMewood
ELSTON ACE HARDWARE #2269	2825 W BELMONT AVE	CHICAGO
EVERGREEN PARK ACE HARD #10060	3404 W 95TH ST	EVERGREEN PARK
FOX LAKE ACE HARDWARE #216	10 E GRAND AVE	FOX LAKE
GENEVA ACE HARDWARE #11236	617 W STATE ST	GENEVA
GUS BOCK ACE HARDWARE #10380	3455 RIDGE RD	LANSING
HARLEM ACE HARDWARE #7003	7230 W FOSTER	CHICAGO
HORTON'S ACE HARDWARE #12009	60 S LAGRANGE RD	LAGRANGE
JUINIS ACE HARDWARE	2318 N CICERO	CHICAGO
KELLEY'S ACE HARDWARE #6620	1955 E NEW YORK ST	AURORA
KIN-KO ACE HARDWARE #10680-I	11600 FRANCIS RD	MOKENA
KIN-KO ACE HARDWARE #3400-I	6300 ROBERT F KINGERY	WILLOWBROOK
KIN-KO ACE HARDWARE #3700-I	1037 E 9TH ST	LOCKPORT
KIN-KO ACE HARDWARE #4300-I	1151 W LOCKPORT	PLAINFIELD
KIN-KO ACE HARDWARE #4500-I	775 INDEPENDENCE BLVD	ROMEOVILLE
KIN-KO ACE HARDWARE #500-I	6216 S MAIN	DOWNERS GROVE
KIN-KO ACE HARDWARE #6000-I	1202 ESSINGTON RD	JOLIET
KURT'S ACE HARDWARE #8686	14529 CHICAGO RD	DOLTON
LAGRANGE PARK ACE HARDWARE #89	900 E 31ST ST	LAGRANGE PARK
LAHO ACE HARDWARE #8027	5 N YORK RD	BENSENVILLE
LANG'S ACE HARDWARE	5527 W CERMAK RD	CICERO
LEMOI ACE HARDWARE #00084	1008 DAVIS ST	EVANSTON
LEN'S ACE HARDWARE	485 ROOSEVELT RD	GLEN ELLYN
LEN'S ACE HARDWARE - ROSELLE	425 E MAPLE AVE	ROSELLE
LEN'S ACE HARDWARE #426	30 W LAKE ST	ADDISON
LINCOLN SQUARE ACE HARDWARE	4874 N LINCOLN AVE	CHICAGO
MEL'S ACE HARDWARE #8313	1028 S YORK	ELMHURST
MILLEN ACE HARDWARE #6043	1219 WILMETTE AVE	WILMETTE
MURPHY ACE HARDWARE	319 S RTE 59	W CHICAGO
MUTUAL ACE HARDWARE #12051	1393 HALF DAY RD	HIGHLAND PARK
NEW LENOX ACE HARDWARE #9760	358 W MAPLE	NEW LENOX
NORRIDGE ACE HARDWARE #7306	8330 W LAWRENCE AVE	NORRIDGE
OLSON'S ACE HARDWARE #11062	8341 W BELMONT AVE	RIVER GROVE
OLSON'S ACE HARDWARE #152	10135 WEST GRAND	FRANKLIN PARK
ORLAND PARK ACE HARDWARE #9573	14150 S LAGRANGE RD	ORLAND PARK
PALATINE ACE HARDWARE #8778	239 E NORTHWEST HWY	PALATINE
PALOS ACE HARDWARE #11467-I	6465 W 127TH ST	PALOS HEIGHTS
PARK ACE HARDWARE #5316-I	9545 WEST 167TH ST	ORLAND HILLS
PARK ACE HARDWARE #5897-I	16725 S OAK PARK AVE	TINLEY PARK
POTASH BROS ACE HARDWARE	110 W GERMANIA PL	CHICAGO
RUSSO ACE HARDWARE	5848 W MONTROSE	CHICAGO
SCHAUMBURG ACE HARDWARE #11108	560 S ROSELLE RD	SCHAUMBURG
SCHROEDER'S ACE HARDWARE #2563	637 S WESTMORE-MEYERS RD	LOMBARD

SCHROEDER'S ACE HARDWARE #2563	837 S WESTMORE-MEYERS RD	LOMBARD
Shannon Ace Hardware #4989	4540 W BELMONT AVE	CHICAGO
SHERWIN ACE HARDWARE #10661	1705 W CAMPBELL	ARLINGTON HEIGHTS
SKOKIE ACE HARDWARE	5035 OAKTON	SKOKIE
SOUTH LOOP ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
SOUTHWEST ACE HARDWARE #10055	6908 ARCHER AVE	CHICAGO
ST. CHARLES ACE HARDWARE #1111	2750 E MAIN ST	ST. CHARLES
STAUBER ACE HARDWARE #6	3911 N LINCOLN AVE	CHICAGO
STREETERVILLE ACE HARDWARE	680 N LAKE SHORE DR	CHICAGO
UPTOWN ACE HARDWARE	4654 N BROADWAY	CHICAGO
WARRENVILLE ACE HARDWARE #1150	2 S 541 RT 59	WARRENVILLE
WEISS ACE HARDWARE	1560 WAUKEGAN RD	GLENVIEW
WHEELING ACE HARDWARE	755 W DUNDEE RD	WHEELING
WILL COOK ACE HARDWARE #5889	12121 W 159TH ST	HOMER GLEN
ZANOCCO ACE HARDWARE #2800	1605 N ALPINE RD	ROCKFORD
ZIEGLERS ACE HARDWARE #11445	301 RANDALL RD	S ELGIN
ZIEGLERS ACE HARDWARE #117	RTE 47 HUNTLEY CTR	HUNTLEY
ZIEGLERS ACE HARDWARE #120	118 S FIRST ST	WEST DUNDEE
ZIEGLERS ACE HARDWARE #3000	6000 NORTHWEST HWY	CRYSTAL LAKE
ZIEGLERS ACE HARDWARE #4016	842 NORTHWEST HWY	CARY
ZIEGLERS ACE HARDWARE #4099	806 W ARMY TRAIL RD	CAROLSTREAM
ZIEGLERS ACE HARDWARE #5240	481 N RANDALL	LAKE IN THE HILLS
ZIEGLER'S ACE HARDWARE #5999/4	218 SYMPHONY WAY	ELGIN
ZIEGLERS ACE HARDWARE #6913	1158 LILLIAN ST	ELGIN
ZIEGLERS ACE HARDWARE #8000	150 S KENNEDY DR	CARPENTERSVILLE

## Indiana Stores

StoreName	StoreAddr	StoreCity
CENTRAL ACE HARDWARE #09862	5331 W WASHINGTON ST	INDIANAPOLIS
CENTRAL ACE HARDWARE #8683-1	1025 N ARLINGTON AVE	INDIANAPOLIS
EDDIES ACE HARDWARE	441 S RITTER AVE	INDIANAPOLIS
G'S ACE HARDWARE	5002 MADISON AVE	INDIANAPOLIS
G'S ACE HARDWARE #3728	1285 N STATE ROAD 135	GREENWOOD
HEDLUND'S ACE HARDWARE #296	2369 E 62ND ST	INDIANAPOLIS
HOME DEPOT	3902 N HIGH SCHOOL RD	INDIANAPOLIS
HOME DEPOT	4850 E SOUTHPORT RD	INDIANAPOLIS
HOME DEPOT #2018	9320 CORPORATION DR	INDIANAPOLIS
THE HOME DEPOT #2018	9320 CORPORATION DR	INDIANAPOLIS
WHITE'S ACE HARDWARE	10941 E 79TH ST	INDIANAPOLIS

## Minnesota Stores

StoreName	StoreAddr	StoreCity
ABRA TRUE VALUE	PO BOX 900	CROSSLAKE
ACE HARDWARE #10148	24 W MINNESOTA AVE	GLENWOOD

ACE HARDWARE #10456	118 WEST LAKE ST	CHISHOLM
ACE HARDWARE #10729	7945 HIGHWAY 55	ROCKFORD
ACE HARDWARE #12073	1380 E BRIDGE ST	REDWOOD FALLS
ACE HARDWARE #12077	130 W MAIN ST	PERHAM
ACE HARDWARE #3662	406 BROADWAY	ALEXANDRIA
ACE HARDWARE #3668	820 COMMERCE RD	LONG PRAIRIE
ACE HARDWARE #3752	212 W THIRD ST	MONTICELLO
ACE HARDWARE #4851	120 NORTH 1ST STREET	MONTEVIDEO
ACE HARDWARE #8776	5405 PENN AVE SOUTH	MINNEAPOLIS
ACE HARDWARE #9638	20851 HOLYOKE AVE W	LAKEVILLE
ACE HARDWARE & PAINT #9572	1300 FIRST ST NE	NEW PRAGUE
ACE HARDWARE & PAINT #9594	14760 PENNOCK AVE	APPLE VALLEY
ACE HARDWARE 3099	3098 65TH ST E	INVER GROVE
ACE HARDWARE DEFOREST	811 S MAIN ST	DEFOREST
ACE HARDWARE DOWNTOWN #8145	212 WEST SUPERIOR ST	DULUTH
ACE HARDWARE HILLDALE	414 N MIDVALE BLVD	MADISON
ACE HARDWARE HOMEWORKS INC	615 16TH AVE SE	DYERSVILLE
ACE HARDWARE LACROSSE	4242 MORMON COULEE RD	LACROSSE
ACE HARDWARE IONGVILLE BUILDERS	186 RESERVATION AVE	LONGVILLE
ACE HARDWARE SAUK PRAIRIE	500 WATER ST	SAUK CITY
ACE HARDWARE WAUKESHA	155 W. MAIN ST	WAUKESHA
ACE HARDWARE WAUNAKEE	205 A SOUTH CENTURY AVE	WAUNAKEE
AGNEW HARDWARE HANK	104 WALL ST	ONAMIA
AITKIN TRUE VALUE	160 SOUTHGATE DR	AITKIN
ARROW ACE HARDWARE	10 17TH AVE SW	ROCHESTER
ARROW ACE HARDWARE	1067 4TH ST NE	BYRON
ARROW ACE HARDWARE #11081	485 MARSCHALL RD	SHAKOPEE
ARROW ACE HARDWARE #11404	670 S WATER ST	NORTHFIELD
ARROW ACE HARDWARE #8626	208 NORTH CEDAR	OWATONNA
ARROW ACE HARDWARE #8647	1500 NORTH BROADWAY	ROCHESTER
ARROW ACE HARDWARE #8916	201 S MINNESOTA AVE	ST PETER
ARROW ACE HARDWARE #9873	1021 15TH AVE SE	ROCHESTER
ASHBY HARDWARE HANK	102 MELBY AVE	ASHBY
AURORA ACE HARDWARE	103 N MAIN ST	AURORA
B TO Z TRUE VALUE HARDWARE	321 E MAIN ST	BLOOMING PRAIRIE
BALDON DO IT BEST	409 SOUTH 6TH ST	ADEL
BEAR TRAX HARDWARE HANK	26485 370TH AVE	HILLMAN
BRAINERD ACE HARDWARE #192	214 WEST WASHINGTON ST	BRAINERD
BURGGRAF'S ACE HARDWARE #7020	1115 E HWY 169	GRAND RAPIDS
CARLSON ACE HARDWARE #3078	16281 MAIN AVE SE	PRIOR LAKE
CHISHOLM TRUE VALUE HARDWARE	121 WEST LAKE ST	CHISHOLM
CLARKS HARDWARE HANK	20 W 2ND	KINGSLEY
Cole Hardware Hank	508 NE 4TH ST	GRAND RAPIDS
CROSBY TRUE VALUE	225 W MAIN ST	CROSBY
CROSSLAKE ACE HARDWARE	35592 PIONEER DR	CROSSLAKE
CUNNINGHAM DO IT BEST	43 WEST MAIN ST	WAUKON
D&G ACE HARDWARE	1417 1ST AVE SW	AUSTIN
DEERWOOD TRUE VALUE	23682 FRONT ST	DEERWOOD

DENNY & KATHY'S ACE HARDWARE	3123 ROOSEVELT RD	ST CLOUD
DENNY KATHY'S ACE HARDWARE	2006 NORTH 8TH ST	ST CLOUD
DENNY'S ACE HARDWARE #5061	7 CALVARY RD	DULUTH
DIAMOND LAKE ACE HARDWARE	5425 NICOLLET AVE	MINNEAPOLIS
DJ'S TOTAL HOME ACE HARDWARE	6060 LABEAUX AVE NE	ALBERTVILLE
DO IT BEST / LOSSING BUILDING	30 NORTH DR	BABBITT
DO IT BEST / NORTHERN LUMBER	300 SEVENTH ST	INTERNATIONAL FALLS
DODA HARDWARE HANK	1400 UNIVERSITY AVE	CROOKSTON
EAGLE BEND FARM + LUMBER SUPPL	PO BOX 188	EAGLE BEND
EDGEWOOD HARDWARE HANK	340 EDGEWOOD RD NW	CEDAR RAPIDS
EDGEWOOD HARDWARE HANK	106 W UNION ST	EDGEWOOD
ELECTRIC SHOP - TRUE VALUE	610 1ST AVE	TWO HARBORS
EMILY ACE HARDWARE #11113	P.O. BOX 37	EMILY
EULS HARDWARE HANK	700 ATLANTIC AVE	MORRIS
FARIBAULT ACE HARDWARE #11393	421 2ND AVE NW	FARIBAULT
FARMERS CO-OP DO IT BEST	1800 7TH AVE NORTH	CLEARLAKE
FLEET FARM ACE HARDWARE 5869	1300 N STATE ST	FAIRMONT
FRATTALLONE'S ACE HARDWARE	5016 COUNTY RD 101	MINNETONKA
FRATTALLONE'S ACE HARDWARE #10	1750 WEIR DR	WOODBURY
FRATTALLONE'S ACE HARDWARE #11	3566 WINNETKA AVE N	NEW HOPE
FRATTALLONE'S ACE HARDWARE #11	650 GRAND AVE	ST PAUL
FRATTALLONE'S ACE HARDWARE #49	3527 LEXINGTON AVE N	ARDEN HILLS
FRATTALLONE'S ACE HARDWARE #58	4795 HIGHWAY 61 N	WHITE BEAR LAKE
FRATTALLONE'S ACE HARDWARE #92	4000 SIBLEY MEMORIAL HWY	EAGAN
FRATTALLONE'S ACE HARDWARE #95	4695 SHORELINE DR	SPRING PARK
FRATTALLONE'S ACE HARDWARE MET	1804 NICOLLET AVE S	MINNEAPOLIS
GODFREY'S TRUE VALUE	964 STATE 371 NW	BACKUS
GRANDE ACE HARDWARE #83	212-214 CHESTNUT ST	VIRGINIA
GULLANDER HARDWARE HANK	220 ATLANTIC AVE BOX 937	HALLOCK
HACKENSACK LUMBER & ACE HARDWA	124 N HWY 371	HACKENSACK
HARDWARE HANK	211 E BROADWAY	LITTLE FALLS
HARRIS ACE HARDWARE 03067	1878 ELMWOOD AVE	BELOIT
HITE ACE HARDWARE #8464	740 11TH ST E	GLENCOE
HOFFMAN ACE HARDWARE #10428	40 ARROWHEAD LN	MOOSE LAKE
HOFFMANN ACE HARDWARE #11622	1320 NORTHRIDGE DR NW	PINE CITY
HOME DEPOT	7207 FOLEY RD	BAXTER
HOME DEPOT - DULUTH	1101 MALL DR	DULUTH
HUDSON'S ACE HARDWARE	2900 E 42ND ST	MINNEAPOLIS
HUTCHINSON ACE HARDWARE #12041	105 E WASHINGTON AVE	HUTCHINSON
J & L HARDWARE HANK	128 E CHAPMAN ST	ELY
JORDAN ACE HARDWARE #12084	540 W SECOND ST	JORDAN
KENDALL'S ACE HARDWARE	1200 PAYNE AVE	ST PAUL
KENDALL'S ACE HARDWARE #10235	978 NORTH DALE ST	SAINT PAUL
KLINGENBERG DO IT BEST	402 W 11TH ST	NEWPORT
KNOXVILLE FARM DO IT BEST	1502 S LINCOLN	KNOXVILLE
KRAMER'S ACE HARDWARE #8150	12 FIRST AVE S	BUFFALO
KUIPERS ACE HARDWARE #10424	7914 OLSON MEMORIAL HWY	GOLDEN VALLEY
L & M SUPPLY / TRUE VALUE	620 HWY 33 S	CLOQUET

L & M TRUE VALUE	1200 E HWY 169	GRAND RAPIDS
L + M SUPPLY TRUE VALUE	BOX 280 1200 E HWY 169	GRAND RAPIDS
LITTLE FALLS TRUE VALUE	101 SW 5TH ST	LITTLE FALLS
LOSSING BUILDING Do It Best	30 NORTH DR	BABBITT
MAIN STREET ACE HARDWARE #8418	6388 MAIN ST	NORTH BRANCH
MARENGO FARM ACE HARDWARE	365 WESTERN AVE	MARENGO
MARKESAN HARDWARE HANK	7 N BRIDGE ST	MARKESAN
MCCABE'S ACE HARDWARE #7718	1200 MAIN ST EAST	SLEEPY EYE
MENARDS - BAXTER	15236 DELLWOOD DR	BAXTER
MENARDS - HERMANTOWN	4809 MILLER TRUNK HWY	HERMANTOWN
MENARDS - INTERNATIONAL FALLS	1985 VALLEY PINE CIRC	INTERNATIONAL FALLS
MENARDS - RICHFIELD	7701 NICOLLET AVE	RICHFIELD
MENARDS WEST DULUTH	503 NORTH 50TH	DULUTH
MERICKEL ACE HARDWARE #313W	HIGHWAY 10 WEST	WADENA
MERLINS ACE HARDWARE #5460	7844 MARKET BLVD	CHANHASSEN
MILLER HILL SUPER ONE	5401 BURNING TREE RD	DULUTH
MILLS FLEET FARM	14114 DELLWOOD DR	BAXTER
MILLS FLEET FARM	2002 W LINCOLN AVE	FERGUS FALLS
MIMBACH FLEET ACE HARDWARE	755 MAYHEW LAKE RD NE	ST CLOUD
MOE'S HARDWARE HANK	149 WEST SNELLING AVE	APPLETON
MT HAMILL DO IT BEST	1564 143RD ST	DONNELSON
NAGLE DO IT BEST	1201 S GILBERT ST	IOWA CITY
NASHUA PLBG HARDWARE HANK	317 MAIN ST	NASHUA
NICOLLET ACE HARDWARE #9328	3805 NICOLLET AVE S	MINNEAPOLIS
OLIVIA ACE HARDWARE #10884	124 S 9TH ST	OLIVIA
PALMER HARDWARE DO IT BEST	115 N FRANKLIN ST	MANCHESTER
PARK ACE HARDWARE #6693	410 SOUTH PARK	PARK RAPIDS
PARTNERS HARDWARE HANK	242 SIBLEY AVE N	LITCHFIELD
PELLICCI ACE HARDWARE #6324	113 ELM ST	FARMINGTON
PILOT LUMBER DO IT BEST	238 GRANDVIEW AVE	BELLEVUE
PILOT LUMBER DO IT BEST	302 WASHINGTON ST	ALEXANDRIA
PORTER DO IT BEST	4209 HUBBELL AVE	DES MOINES
PRINCETON ACE HARDWARE	706 S RUM RIVER DR	PRINCETON
RED WING ACE HARDWARE	1264 WEST MAIN ST	RED WING
RETZLAFF ACE HARDWARE	21 N MINNESOTA	NEW ULM
RITE ACE HARDWARE	13151 WEAVER LAKE RD	MAPLE GROVE
RITE ACE HARDWARE	21401 JOHN MILLESS DR	ROGERS
ROBBINSDALE ACE HARDWARE #1058	4140 W BROADWAY AVE	ROBBINSDALE
ROYALTON HARDWARE HANK	PO BOX 197	ROYALTON
SAC CITY FARM HARDWARE HANK	3141 255TH ST	SAC CITY
SARTELL ACE HARDWARE #7258	1001 2ND ST SOUTH	SARTELL
SCHOLZE ACE HARDWARE HOME CENTER	PO BOX 532	BLACK RIVER FALLS
SCHUTT'S TRUE VALUE	907 ATLANTIC AVE	KERKHOVEN
SCHWALBACH ACE HARDWARE	1131 OXFORD ST	WORTHINGTON
STILLWATER ACE HARDWARE #4018	1662 MARKET DR	STILLWATER
STRAND ACE HARDWARE #8850	36 NORTH BROADWAY	PELICAN RAPIDS
SUBURBAN ACE HARDWARE #10532	1214 S ROBERT ST	W ST PAUL
SUBURBAN ACE HARDWARE #10978	1930 N LEXINGTON AVE	ROSEVILLE

SUPER ONE FOODS	707 HWY33 SOUTH	CLOQUET
SUPER ONE FOODS	5300 BRISTOL ST	DULUTH
SYS HARDWARE HANK	301 S MAIN	KARLSTAD
TERRY'S ACE HARDWARE #3035	14635 S ROBERT TRAIL	ROSEMOUNT
TERRY'S ACE HARDWARE #3933	375 33RD ST WEST	HASTINGS
THE HOME DEPOT	300 28TH AVE SE	WILMAR
THE HOME DEPOT #2831	2025 WEST LINCOLN AVE	FERGUS FALLS
Timber Bldg Supply Ace Hardw	14506 STATE HWY 6	DEERWOOD
TOWN & COUNTRY TRUE VALUE	900 ATLANTIC AVE	MORRIS
VERGAS ACE HARDWARE #7090	PO BOX 159	VERGAS
WACONIA ACE HARDWARE FARM	801 SOUTH HWY 284	WACONIA
WALKER ELECTRIC & ACE HARDWARE	8250 INDUSTRIAL PARK DR NW	WALKER
WELNA ACE HARDWARE	5139 W 44TH ST	MINNEAPOLIS
WELNA ACE HARDWARE #7166	2438 BLOOMINGTON AVE S	MINNEAPOLIS
WILLOW RIVER MERC. CO	PO BOX 67	WILLOW RIVER
WISE ACE HARDWARE #87	210 S WASHINGTON	LAKE CITY
ZIMMER DO IT BEST HARDWARE	537 PIKE ST	COVINGTON

## Missouri Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE #33	221 LAMP AND LANTER VILLAGE	CHESTERFIELD
ACE HARDWARE #491	11767 MANCHESTER	ST LOUIS
ACE HARDWARE OF MARYLAND HEIGH	12634 DORSETT SQ	MARYLAND HEIGHTS
ARNOLD ACE HARDWARE #8132	1520 JETTCO BLVD	ARNOLD
BRAD'S TRUE VALUE	530 E MT VERNON BLVD	MT VERNON
CARTHAGE TRUE VALUE HARDWARE	119 E THIRD ST	CARTHAGE
ELIAS ACE HARDWARE #10644	1719 N KINGS HIGHWAY	CAPE GIRARDEAU
Home Depot	3202 S Kings Highway Blvd	St Louis
Home Depot	1603 S Hanley Rd	Brentwood
Home Depot	7481 S Lindbergh Blvd	St Louis
Home Depot	10890 Sunset Hills Plz	St Louis
Home Depot	11245 Saint Charles Rock Rd	Bridgeton
Home Depot	3865 Vogel Rd	Arnold
Home Depot	390 Thf Blvd	Chesterfield
Home Depot	3891 Mexico Rd	St Charles
Home Depot	6190 Mid Rivers Mall Dr	St Peters
Home Depot	1525 Highway K	O'Fallon
Home Depot	1131 W Gannon Dr	Festus
Home Depot	1920 Wentzville Pkwy	Wentzville
Home Depot	3215 Clark Lane	Columbia
Home Depot	3110 E 20th Street	Joplin
HOME DEPOT #3008	4949 OLD PIKE RD	GLADSTONE
HOME DEPOT #3011	32025 KINGSHIGHWAY	ST LOUIS
HOME DEPOT #3021	111 E LINWOOD BLVD	KANSAS CITY
HOME DEPOT #3022	6190 MID RIVERS MALL DR	ST PETERS
HOME DEPOT #8994	390 THF BLVD	CHESTERFIELD



PEARE BROS TRUE VALUE	617 S MAIN	JOPLIN
PEARL BROS. TRUE VALUE HARDWAR	617 MAIN ST	JOPLIN
R&R ACE HARDWARE #5531	845 N COMMERCIAL AVE	ST CLAIR
WESTLAKE ACE HARDWARE	1000 WESTPORT RD	KANSAS CITY
WESTLAKE ACE HARDWARE	5945 N.E. ANTIOCH RD	GLADSTONE
WESTLAKE ACE HARDWARE	1020 W 103RD	KANSAS CITY
WESTLAKE ACE HARDWARE	5009 NE VIVION RD	KANSAS CITY
WESTLAKE ACE HARDWARE #00320	206 E 2ND STREET	FULTON
WESTLAKE ACE HARDWARE #01	HWY 24 & BUS 63	MOBERLY
WESTLAKE ACE HARDWARE #10 OR #	1205 N 7 HIGHWAY	BLUE SPRINGS
WESTLAKE ACE HARDWARE #10672	810 WASHINGTON CORNERS	WASHINGTON
WESTLAKE ACE HARDWARE #10974	1804 E OHIO	CLINTON
WESTLAKE ACE HARDWARE #298	1910 W WORLEY ST	COLUMBIA
WESTLAKE ACE HARDWARE #31	6201 INDIANAPOLIS AVE	KANSAS CITY
WESTLAKE ACE HARDWARE #360	1900 BUSINESS LOOP 70 E	COLUMBIA
WESTLAKE ACE HARDWARE #3892	1010 THOMPSON BLVD	SEDALIA
WESTLAKE ACE HARDWARE #4 OR 34	1614 W GREEN	KIRKSVILLE
WESTLAKE ACE HARDWARE #4702	10130 E 350 HWY	RAYTOWN
WESTLAKE ACE HARDWARE #49 or #	415 E US 24 HWY	INDEPENDENCE
WESTLAKE ACE HARDWARE #5260-L	328 B EAST YOUNG ST	WARRENSBURG
WESTLAKE ACE HARDWARE #526L	WEST PLAZA SHOPPING CENTER	MEXICO
WESTLAKE ACE HARDWARE #6	2305 MISSOURI BLVD	JEFFERSON CITY
WESTLAKE ACE HARDWARE #67	1735 E NORTH AVE	BELTON
WESTLAKE ACE HARDWARE #69	157 A CROWN HILL RD	EXCELSIOR SPRINGS
WESTLAKE ACE HARDWARE #8820	2350 S CAMPBELL	SPRINGFIELD

## Ohio Stores

StoreName	StoreAddr	StoreCity
ACE HARDWARE	7852 CINCINNATI-DAYTON RD	WEST CHESTER
ACE HARDWARE	88 WASHINGTON SQUARE	WASHINGTON COURT HOUSE
ACE HARDWARE DILLONVALE	3986 E GALBRAITH RD	CINCINNATI
ACE HARDWARE LEBANON	729 E MAIN ST	LEBANON
ENGLEWOOD ACE HARDWARE	115 W NATIONAL RD	ENGLEWOOD
Home Depot	1094 STATE HIGHWAY 28	MILFORD
Home Depot	3400 HIGHLAND AVE	CINCINNATI
Home Depot	345 N SPRINGBORO PIKE	MIAMISBURG
Home Depot	3461 JOSEPH RD	CINCINNATI
Home Depot	520 OHIO PIKE	CINCINNATI
Home Depot	5200 SALEM AVENUE	DAYTON
Home Depot	5203 BARDES RD	MASON
Home Depot	5860 WILMINGTON PIKE RD	CENTERVILLE
Home Depot	6300 GLENWAY AVE	CINCINNATI
HOME DEPOT	1094 HIGHWAY 28	MILFORD
HOME DEPOT	3775 PRESIDENTIAL DR	FAIRBORN
NORTH DIXIE ACE HARDWARE	9125 NORTH DIXIE DR	DAYTON

**Spotlight:**  
"Change a Light, Change the World"

The "Change the Light, Change the World" promotion, which starts October 1<sup>st</sup> and runs for a limited time, promotes the benefits of changing out the light bulbs in the five most used fixtures in a home. These fixtures are usually found in the master bedroom, master bathroom, living room, dining room and kitchen. Changing the five most frequently used bulbs to ENERGY STAR qualified CFLs can save the average homeowner as much as \$60 on their annual energy bills.

**Advantages of Compact Fluorescent Lamps (CFLs)**

- Reduced energy use...d they utilize 75% less energy.
- Extra long life - 10 times longer than standard incandescent lamps.
- Dramatic energy cost savings - 75% up to \$30 over the life of the bulb.

**Good Advice. Great Hardware.**

- PLUMBING
- ELECTRICAL
- PAINT
- TOOLS
- HARDWARE
- LAWN & GARDEN

**13 Frattallone's Locations**

**ANDOVER**  
13735 Round Lake Blvd.  
763.712.9833

**ARDEN HILLS**  
3527 N. Lexington Ave.  
651.484.3327

**BLAINE**  
10809 University Ave. NE  
763.754.0364

**CIRCLE PINES**  
9225 N. Lexington Ave.  
763.783.9161

**COLUMBIA HEIGHTS**  
2301 37th Ave. NE  
763.788.9455

**EAGAN**  
4000 Sibley Memorial Hwy  
651.454.6444

**NEW HOPE**  
3568 Winnetka Ave  
763.450.3080

**MINNEAPOLIS**  
1804 Nicollet Ave. S  
612.872.7000

**MINNETONKA (NEW STORE)**  
5016 Hwy 101  
(Hwy 101 and Hwy 7)  
952.474.5461

**SPRING PARK**  
4695 Shoreline Drive  
952.471.7574

**ST. PAUL SUMMIT HILL**  
650 Grand Ave.  
651.292.9800

**WHITE BEAR LAKE**  
4796 N. Highway 61  
651.429.4288

**WOODBURY**  
484 and Valley Creek  
651.288.1897

Sale prices good thru 9/21/2005



Hardware & Garden Made Easy.

**Change A Light, Change The World.**

**Sale**

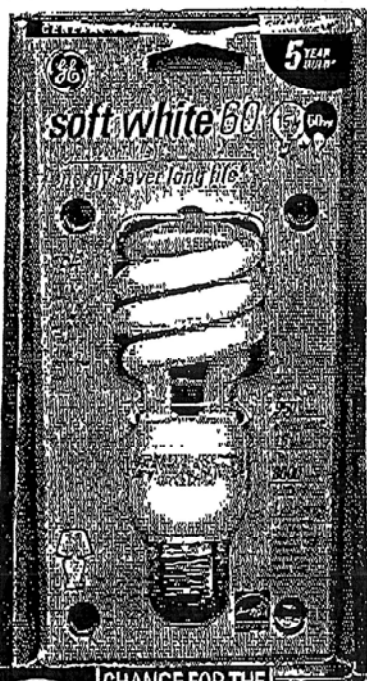
**\$2 Rebate On GE Energy Saver Bulbs**

Sponsored by Xcel Energy and Midwest Energy Alliance.

<p>Sale Price: \$2.99 Mail in Rebate: -\$2.00</p> <p><b>99¢</b></p> <p>Your Cost Without: GE 15-Watt CFL Bulb Equivalent to 60-Watts 114127</p>		<p>Sale Price: \$3.49 Mail in Rebate: -\$2.00</p> <p><b>\$1.49</b></p> <p>Your Cost Without: GE 20-Watt CFL Bulb Equivalent to 75-Watts 114127</p>	
<p>Sale Price: \$3.79 Mail in Rebate: -\$2.00</p> <p><b>\$1.79</b></p> <p>Your Cost Without: GE 26-Watt CFL Bulb Equivalent to 100-Watts 114127</p>		<p>Sale Price: \$5.99 Mail in Rebate: -\$2.00</p> <p><b>\$3.99</b></p> <p>Your Cost Without: GE 15-Watt CFL Aline Bulb Equivalent to 60-Watts 114127</p>	
<p>Sale Price: \$8.99 Mail in Rebate: -\$2.00</p> <p><b>\$6.99</b></p> <p>Your Cost Without: GE 32-Watt CFL Bulb Equivalent to 150-Watts 114127</p>		<p>Sale Price: \$8.99 Mail in Rebate: -\$2.00</p> <p><b>\$6.99</b></p> <p>Your Cost Without: 3 Way GE 29-Watt CFL Bulb Equivalent to 30/70/100-Watts 114127</p>	
<p>Sale Price: \$7.99 Mail in Rebate: -\$2.00</p> <p><b>\$5.99</b></p> <p>Your Cost Without: GE 26-Watt CFL Par 38 Bulb Equivalent to 90-Watts 114127</p>		<p>Sale Price: \$10.99 Mail in Rebate: -\$2.00</p> <p><b>\$8.99</b></p> <p>Your Cost Without: GE 15-Watt CFL R30 Dim Bulb Equivalent to 60-Watts 114127</p>	



# SAVE UP TO \$36 IN ENERGY COSTS



**OVER THE LIFE OF THE BULB**



**Soft White** Longlife Plus  
Energy Saving Bulb

**99¢**

Soft White 60  
Cost after \$2.00 Instant Rebate  
(17 watt, equivalent to a 60 watt bulb)

- Outstanding efficiency - Up to 75% energy savings compared to incandescent bulbs
- Long Life - Lasts up to 8 times longer than incandescent light bulbs
- Flicker-free start - No flicker and quick or instant-on
- Excellent color rendering - New phosphors make surroundings look natural and pleasing



Instant rebate sponsored by AmerenUE, the Midwest Energy Efficiency Alliance, and the Missouri Department of Natural Resources.



## ACE Hardware

**Maryland Heights**

12634 Dorsett Square Shopping Center  
(Dorsett & McKelvey)

**314-453-9393**

**Town & Country**

221 Lamp & Lantern Village  
NW Corner of Woodmill & Clayton Rd.

**636-386-7733**


**Des Peres**

11767 Manchester Road  
between Lindbergh & I-270 1 blk E. of Bopp Rd

**314-966-6611**

**Hurry: This Offer Good Only While Supplies Last**

# Attachment C – Directional Sign




CHANGE FOR THE  
BETTER WITH  
ENERGY STAR


## SAVINGS WITH A **TWIST**

**To receive your instant  
Cash-Back Reward:**

- 1. Choose which ENERGY STAR®  
qualified lighting products  
you wish to purchase**
- 2. Completely fill out coupon**  
Incomplete coupons will not be honored
- 3. Bring your ENERGY STAR  
qualified products and  
your completed coupon  
to the checkout**

Limit 6 bulbs per customer per visit.




**BULBS**  
**\$2**   
**CASH BACK  
PER BULB**


[mwallance.org/cal2005](http://mwallance.org/cal2005)  
**888.476.9548**

Terms, regulations and rules for Missouri residents only.  
Incentives for retailers provided by Columbia Water & Light, Appleton,  
Amana, Missouri Dept. of Natural Resources, Empire District,  
Independence Power & Light, and City Utilities of Springfield, MO.  
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Sponsored by:  
Appleton  
Empire District  
City Utilities of Springfield, MO  
Missouri Dept. of Natural Resources  
Independence Power & Light  
Columbia Water & Light  
Amana/EL



MEEA  
Missouri Energy Efficiency Alliance



# Attachment D – Shelf Shouter




CHANGE FOR THE  
BETTER WITH  
ENERGY STAR

## SAVINGS WITH A TWIST


- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR® qualified bulb
- Contribute to a cleaner environment while saving yourself energy, money and time

Limit 12 bulbs per customer per visit.



### BULBS

# \$2



### CASH BACK PER BULB

CFLs use less power to create the same amount of light. Use the table below to determine the correct wattage for your needs.


Incandescent bulb	CFL equivalent	Lifetime savings
40 watt	9 watt	\$17
60 watt	14-15 watt	\$28
75 watt	20 watt	\$33
100 watt	23-26 watt	\$51

[mwalliance.org/cal2005](http://mwalliance.org/cal2005)  
888.476.9548

Some restrictions may apply. See store for details. © 2005 MEEA. All rights reserved. MEEA is a registered trademark of the MEEA. All other trademarks are the property of their respective owners.







# Attachment E – End Cap Sign

## SAVINGS WITH A TWIST

**BULBS**  
**\$2**  
**CASH BACK**  
**PER BULB**

- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR® qualified bulb

Limit 12 bulbs per customer per visit.

**CHANGE A LIGHT**  
**CHANGE THE WORLD**  
**ENERGY STAR**

[mwalliance.org/cal2005](http://mwalliance.org/cal2005) 888.476.9548

While supplies last. Valid for Ohio residents only. Restrictions for rebates provided by Ohio Dept. of Development, Office of Energy Efficiency.

© 2005 Alliance for Energy Efficient Lighting

**MEEA**  
Midwest Energy Efficiency Alliance

**GE**



# Attachment F - Coupons

## \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

Purchased at Ace Hardware

Offer available to Illinois ComEd residential electric customers only. I certify that I am an Illinois ComEd residential electric customer.

**Please sign or initial here:** \_\_\_\_\_

**Please complete the following information:**

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

daytime phone (for verification only) \_\_\_\_\_

name of store where purchased \_\_\_\_\_

city \_\_\_\_\_ date \_\_\_\_\_

**Please complete the following:**

Quantity	CFL	Standard Equiv.	GE Model	Ace SKU
<input type="text"/>	15w	60w	41520 (3166493)	
<input type="text"/>	20w	75w	15516 (3166501)	
<input type="text"/>	26w	100w	15517 (3166485)	
<input type="text"/>	32w	150w	24684 (3992211)	
<input type="text"/>	29w(3-way)	100w	41442 (3166543)	
<input type="text"/>	15w(A-line)	60w	21733 (3166477)	
<input type="text"/>	15w(Reflector)	65w	20708 (3138120)	
<input type="text"/>	15w(Dimming)	65w	21710 (3992252)	
<input type="text"/>	26w(Par38)	90w	21739 (3992260)	
<input type="text"/>	<b>TOTAL Bulbs x \$2 =</b>		<input type="text"/>	<b>Total Reward</b>

**Limit 12 bulbs per household.**

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/05-12/31/05.

**CHANGE A LIGHT**

CHANGE THE WORLD

**ENERGY STAR**

## To Receive Your Rebate:

1. Select up to 12 ENERGY STAR qualified bulb(s) you wish to purchase from the list on the reverse side of this coupon.
2. Bring your ENERGY STAR qualified bulb(s) and this completed coupon to the checkout and get \$2 off the purchase price of **each bulb** at the register.

**Important information:**  
 This offer is available to Illinois ComEd customers who purchase qualified compact fluorescent bulbs from October 1, 2005 through December 31, 2005. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 12 bulbs per customer per visit.

The sponsoring utilities/organizations reserve the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable. Rebated bulbs may not be used for resale. Ineligible rewards are subject to denial or repayment to the program. Instant Rebate not to exceed purchase price.

**Confidentiality statement:**  
 I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential.


**Please sign or initial here:** \_\_\_\_\_

**For the authorized retailer:**  
 To redeem, complete the coupon receipt (provided by your representative), include the address where check is to be mailed, and total amount of expected reimbursement and send with rebate coupons to: **MEEA ENERGY STAR Bulbs, c/o WECC, 211 S. Paterson Street, 3rd Floor, Madison, WI 53703.** Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to WECC no later than January 15, 2006 to qualify for reimbursement.

While supplies last. Offer valid 10/01/05-12/31/05. MEA-4005-0605-1A

Sponsored by  
ComEd

Attachment G – Home Depot POP and Shipper Stickers




CHANGE A LIGHT  
CHANGE THE WORLD  
ENERGY STAR

# SAVINGS WITH A TWIST

**To receive your instant Cash-Back Rebate:**

1. Choose which ENERGY STAR® qualified lighting products you wish to purchase.
2. Completely fill out the coupon. Incomplete coupons will not be honored.
3. Bring your ENERGY STAR qualified products and your completed coupon to the checkout.


Limit 6 bulbs per customer per visit.



**BULBS**

**\$4**

**INSTANT REBATE PER MULTI-PACK**



- Use up to 75% less energy
- Last up to 10 times longer
- Save at least \$28 in energy costs over the life of each ENERGY STAR qualified bulb
- Contribute to a cleaner environment while saving yourself energy, money and time







FPO coupon

[mwalliance.org/cal2005](http://mwalliance.org/cal2005)  
888.476.9948

When you purchase ENERGY STAR qualified lighting products, you will receive a \$4 instant rebate. Rebate City Power & Light and Mwalliance.org are not responsible for any errors.

© 2005 Power to Change. 054-0204-0001-001

Sponsored by:



# \$2 Instant Rebate

Instant Reward valid on ENERGY STAR qualified bulbs only.  
Valid October 1, 2005 - December 31, 2005, while supplies last.  
Limit 6 bulbs per customer.

888.476.9548  
[mwalliance.org/cal05](http://mwalliance.org/cal05)





# \$2 Instant Rebate

Instant Rebate valid on ENERGY STAR qualified bulbs only.  
Valid while supplies last. Limit 12 bulbs per customer.

888.476.9548    [mwalliance.org/cal2005](http://mwalliance.org/cal2005)



## Attachment H – Bulb Sale Ad



# SAVINGS WITH A TWIST

**Light up your life — for less!**

Visit this special sale and stock up on money-saving, energy-saving GE compact fluorescent light bulbs. This Wednesday, you can save energy, improve the environment and manage your utility bills!

For 99¢, you'll get an ENERGY STAR qualified light bulb that:

- uses 75% less energy
- lasts up to 10 times longer
- saves at least \$28 in energy costs over its life

The sale will take place at Westlake Ace Hardware, 2305 Missouri Blvd., Jefferson City, MO.

If you can't make the sale, don't miss the savings!

Visit [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005) for a list of hardware stores where you can get your instant \$2 rebate on these great light bulbs.



Rebate sponsored by AmerenUE, Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance.

**ENERGY STAR qualified GE bulbs,  
on sale for as low as \$0.99**

**Wednesday, October 5<sup>th</sup> 9:00 am – 4:00 pm**  
**Westlake Ace Hardware**  
**2305 Missouri Blvd., Jefferson City, MO**

Offer valid 10/5/05, while supplies last. Limit 6 bulbs per customer. For more information call 888-476-9548 or visit [mwalliance.org/cal2005](http://mwalliance.org/cal2005).

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## Attachment – I – Media Alerts and Speaking Points



**MEDIA CONTACT:**  
Julie Wade, Hoffman York  
414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

### **Governor Blunt to Host Energy Efficient Light Bulb Sale**

*-Local Residents Encouraged To Buy Energy Efficient Light Bulbs To Save Energy, Money and  
Help Protect the Environment-*

**JEFFERSON CITY, Mo. (October 3, 2005)** – Area residents have the opportunity to start saving money on their energy bills with the simple twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). AmerenUE, the Missouri Department of Natural Resources, and Westlake ACE Hardware are making it even easier by holding a special bulb sale and offering CFLs for as little as \$0.99 throughout the day (or until supplies last) beginning at 9:00 A.M. on Wednesday, October 5, at Westlake ACE Hardware, 2305 Missouri Blvd., Jefferson City, Missouri. The sale is open to the public. A press conference featuring Governor Matt Blunt, Mayor John Landwehr, Doyle Childers, director of the Missouri Department of Natural Resources, and Dave Whiteley, senior vice president Energy Delivery Services for Ameren Corporation, will kick off the event.

Residents are encouraged to use the bulbs they buy to replace their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. The most frequently used lights typically include the kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp.

The Midwest Energy Efficiency Alliance (MEEA) is organizing the event in conjunction with the national "Change a Light, Change the World" campaign, which promotes the financial, energy and environmental benefits of using ENERGY STAR qualified lighting products. A \$2 instant rebate from AmerenUE and the Missouri Department of Natural Resources allows residents to purchase bulbs for as little as \$0.99. There will be a purchase limit of six bulbs.

"We're proud to support an event that benefits residents of Jefferson City in so many ways," said Dave Whiteley, senior vice president Energy Delivery Services for Ameren. "Changing a light bulb is so

simple, but it has a big impact on our utility bills, our energy consumption and the quality of our air and water.”

ENERGY STAR qualified CFLs provide quality lighting while using up to 75 percent less energy and lasting up to ten times longer than standard incandescent bulbs. Changing the five most frequently used bulbs to ENERGY STAR qualified CFLs can save a household more than \$60 a year in energy costs.

For more information about the “Change a Light, Change the World” program, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About AmerenUE**

AmerenUE is a subsidiary of St. Louis-based Ameren Corporation and is Missouri’s largest electric utility and third largest distributor of natural gas. AmerenUE operates nine power plants and provides energy services to 1.1 million electric customers and 120,000 natural gas customers in north, central and eastern Missouri, including the St. Louis area. For more information, visit [www.ameren.com](http://www.ameren.com).

### **About the Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri’s natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA’s goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and

consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).



## **PROGRAM OUTLINE**

### **Press Conference: Compact Fluorescent Light Bulb Sale Westlake ACE Hardware, Jefferson City, Mo. October 5, 2005**

#### **Doyle Childers, director, Missouri Department of Natural Resources (Emcee)**

- Welcome. Thank you for coming to this event.
- Introduce / thank other speakers for attending.
  - Governor Matt Blunt, who is graciously hosting today's light bulb sale.
  - Mayor John Landwehr for attending.
  - Westlake ACE Hardware for hosting the event.
  - All sponsors of the "Change a Light, Change the World" program in Missouri including AmerenUE, Aquila, Empire, Independence Power & Light and City Utilities of Springfield.
- Today MEEA is organizing this light bulb sale in conjunction with the national "Change a Light, Change the World" program sponsored by the ENERGY STAR<sup>®</sup> program.
- Introduce Dave Whiteley, senior vice president, Energy Delivery Services, for Ameren Corporation.

*Doyle sits down. Dave takes the podium.*

#### **Dave Whiteley, senior vice president, Energy Delivery Services, Ameren**

- Good morning. Thank you.
- AmerenUE is proud to support the "Change a Light, Change the World" program in Missouri. We're involved in this program because energy efficiency is good for Missouri, it's good for our communities, and it's good for our customers.
- The "Change a Light, Change the World" campaign has a simple message: When you change your next light bulb or fixture, make sure it's ENERGY STAR qualified. This year, residents are encouraged to replace the incandescent lighting in the five light fixtures they use most frequently with ENERGY STAR qualified compact fluorescent lights. The most frequently used fixtures in the average home are in the living room, dining room, kitchen, master bedroom and master bathroom.
- ENERGY STAR qualified compact fluorescent light bulbs – or CFLs – like the ones we're selling here today use up to 75 percent less energy than standard incandescent bulbs.
- If every household in Missouri replaced just one incandescent bulb with an ENERGY STAR qualified CFL, it would reduce our annual electricity consumption by more than 71 million kilowatt-hours.
- Using less energy means lower utility bills.

- Switching just one bulb will save \$30 in energy costs over the lifetime of the bulb.
- The instant rebates being offered today make them even more affordable.
- I would now like to introduce Mayor John Landwehr.

*Dave sits down. Mayor Landwehr takes the podium.*

### **Mayor John Landwehr**

- Thank you. It's wonderful to be here, etc...
- Recognize other speakers, etc...
- Changing a light bulb is one of the easiest energy efficiency improvements Missouri residents can make. All it takes is screwing in an ENERGY STAR qualified compact fluorescent light bulb, or CFL.
- The phrase "Change a Light, Change the World" is much more than a catchy slogan it's statement of vision and optimism.
- Missourians may not immediately see the connection between changing one light bulb and changing the whole world.
  - A CFL uses up to 75 percent less energy than a standard incandescent bulb.
  - That means you pay less on your energy bill.
  - It sacrifices no quality of light.
  - It lasts up to 10 times longer than an incandescent bulb.
  - With the rebate being offered right now, it's very economical.
- There are environmental benefits, too.
  - If every Missouri household replaces just one incandescent bulb with a qualified CFL it can prevent more than 171,795,627 pounds of greenhouse gas emissions in one year.
- I hope many more will join us here today to "Change a Light, Change the World" – one bulb at a time.
- Introduce Governor Matt Blunt.

*Mayor Landwehr sits down. Governor Blunt takes the podium.*

### **Governor Matt Blunt**

- Thank the Missouri Department of Natural Resources and AmerenUE for sponsoring today's sale and the "Change a Light, Change the World" program in Missouri.
- Thank Westlake ACE Hardware for hosting the event.
- Thank the Midwest Energy Efficiency Alliance for organizing today's event and the statewide "Change a Light, Change the World" program.

- Jefferson City is proud to host today's sale and to promote the economic and environmental benefits of energy efficient lighting. It's amazing how – with a simple twist – and ENERGY STAR qualified CFL can be a quick and easy solution to reduce Jefferson City residents' utility bills and energy consumption.

Dave, Doyle and Mayor Landwehr have outlined a variety of good reasons to make the switch. Just to recap:

- There are so many reasons that Jefferson City is proud to take part in this energy efficient light bulb sale including:
  - **Immediate savings** – During the program, residents can purchase qualified CFLs for as little as \$0.99.
  - **Savings for years to come** – By making this simple change, residents can save as much as \$60 on their utility bills
  - **Reduced energy consumption** – CFLs use 75 percent less energy than incandescent bulbs.
  - **A brighter earth** – When you use ENERGY STAR qualified products, you actively reduce the amount of fossil fuels, such as coal, burned to produce electricity.
  - **Convenience** – CFLs last up to 10 times longer than standard incandescent bulbs making hard-to-reach bulbs a thing of the past.
  - **Quality and versatility** – CFLs provide the same bright light as incandescent bulbs and are available in a wide variety of sizes, shapes and styles.
  - **Economic development** – By using less energy, we reduce our utility bills and the amount of money that leaves the state to purchase fossil fuels to generate energy. More money in the state means economic growth and more jobs.
- Details about today's CFL sale:
  - Purchase a CFL for as little as \$0.99 after a \$2 instant rebate from AmerenUE and the Missouri Department of Natural Resources.
  - The sale takes place until 4 p.m. today at Westlake ACE Hardware.
- Details about "Change a Light, Change the World" program:
  - Residents who can't make it to the Jefferson City today can still participate in the "Change a Light, Change the World" program.
    - ✓ \$2 instant rebate on the purchase of CFLs at participating ACE Hardware and Home Depot locations through December 31, 2005.
    - ✓ Limit six bulbs per customer per visit.
- For more information, visit [www.mwalliance.org](http://www.mwalliance.org) or call 888-476-9548.

***Governor Blunt purchases the first CFL of the sale.***

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## Attachment J – Media Releases

### **MEDIA CONTACT:**

Julie Wade, Hoffman York  
414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

### **SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS**

**ALEXANDRIA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Alexandria Light & Power (ALP) are encouraging Minnesota residents to “Change the World” one light, one step at a time by replacing their home’s five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy’s (DOE) national “ENERGY STAR Change a Light, Change the World” campaign. The Minnesota Department of Commerce and ALP are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

“Most people don’t know that the energy they use in their home can be responsible for twice the air pollution as their car,” said Wendy Reed of the ENERGY STAR program [at the US EPA]. “Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we’d keep more than one trillion pounds of greenhouse gases out of the air. That’s equivalent to the emissions from more than 8 million cars.”

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About the Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

### **About Alexandria Power & Light**

Established in 1889, Alexandria Light & Power (ALP) has been Alexandria, Minnesota's municipally owned utility for more than 100 years. Governed by the Alexandria Board of Public Works, ALP serves more than 8,000 businesses and homes with electricity, water, Internet service and telecommunications. For more information, visit [www.alutilities.com](http://www.alutilities.com).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

###

**MEDIA CONTACT:**

Julie Wade, Hoffman York

414-225-9568; jwade@hyc.com

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**KANSAS CITY, Missouri (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2005, Kansas City Power & Light (KCP&L) and the Missouri Department of Natural Resources are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. KCP&L and the Missouri Department of Natural Resources are participating in the initiative for Missouri residents to switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rebate, the bulbs can sell for as little as \$0.99 at selected Ace Hardware and Home Depot stores.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the EPA's ENERGY STAR program. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we would avoid the emission of more than one trillion pounds of greenhouse gases. That's equivalent to the emissions from more than 8 million cars."

-more-

ENERGY STAR qualified CFLs use up to 75 percent less energy than typical incandescent light bulbs and offer superior performance, lasting up to 10 times longer than incandescent bulbs. The light is surprisingly bright and warm and their long life results in fewer bulb purchases and replacements.

Lighting products that earn the ENERGY STAR label offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005) or the KCP&L Web site at [www.kcpl.com](http://www.kcpl.com)

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About the Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

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### **About Kansas City Power & Light**

Headquartered in Kansas City, MO., KCP&L ([www.kcpl.com](http://www.kcpl.com)) is a leading regulated provider of electricity in the Midwest. KCP&L is a wholly owned subsidiary of Great Plains Energy Incorporated (NYSE: GXP), the holding company for KCP&L and Strategic Energy LLC, a competitive electricity supplier.

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

###

**MEDIA CONTACT:**  
Julie Wade, Hoffman York  
414-225-9568; [jwade@hyc.com](mailto:jwade@hyc.com)

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**CHICAGO, Ill. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2005, ComEd is encouraging Illinois residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. ComEd is helping Illinois residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About ComEd**

Commonwealth Edison, ComEd, is a unit of Chicago-based Exelon Corporation (NYSE: EXC) – one of the nation's largest electric utilities with more than \$15 billion in revenues and a customer base of 5.2 million. ComEd provides service to approximately 3.7 million customers

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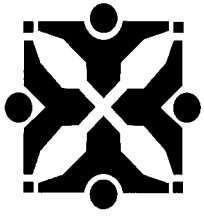


across Northern Illinois, or 70 percent of the state's population. For more information, visit [www.exeloncorp.com](http://www.exeloncorp.com).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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CITY OF COLUMBIA,  
MISSOURI

P.O. BOX 6015 COLUMBIA, MO  
65205

## **FOR IMMEDIATE RELEASE**

**September 19, 2005**

**CONTACT: Connie Kacprowicz, Communications Specialist  
-or- Tina Worley, Utility Services Manager  
(573) 874-7325**

**Julie Wade, Hoffman York  
(414) 225-9568  
jwade@hyc.com**

### **Rebates for energy saving light bulbs**

(Columbia, MO) Columbia Water & Light is partnering with state and federal agencies to provide cash back rebates on the purchase of energy saving compact fluorescent light bulbs. Compact fluorescents use up to 75 percent less energy and last ten times longer than incandescent light bulbs.

From October 1 through December 31, 2005, Columbia Water and Light and the Missouri Department of Natural Resources are offering cash back rebates for Energy Star qualified compact fluorescent purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at Westlake Ace Hardware stores and Home Depot, while supplies last. Columbia Water and Light customers are urged to switch to compact fluorescent bulbs in their home's five most frequently used light fixtures. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60. a year in energy costs.

The compact fluorescent rebate program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national Energy Star "Change a Light, Change the World" campaign. The Midwest Energy Efficiency Alliance is coordinating the rebate program through regional utility companies and hardware stores.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the Energy Star program with the Environmental Protection

Agency. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to Energy Star qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

Lighting products that earn the Energy Star label also offer extra safety and convenience features. Compact Fluorescent bulbs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of shapes, sizes and styles available, compact fluorescent bulbs can be used throughout the home. Choosing Energy Star qualified lighting for the home is a simple way to save time, energy, and money while preserving our environment for future generations.

Participating Stores in the Compact Fluorescent Rebate Program:

- Home Depot, 3215 Clark Lane, Columbia, Missouri
- Westlake Ace Hardware, 1900 Business Loop 70 East & 1910 W. Worley Street, Columbia, Missouri

Information about participating entities:

- Columbia Water and Light: 573-874-7325 or [www.GoColumbiaMo.com](http://www.GoColumbiaMo.com)
- Missouri Department of Natural Resources: [www.dnr.state.mo.us](http://www.dnr.state.mo.us)
- The Midwest Energy Efficiency Alliance: 888-476-9548 or [www.mwalliance.org/consumers/current/cal2004/](http://www.mwalliance.org/consumers/current/cal2004/)
- Energy Star: [www.energystar.gov](http://www.energystar.gov)

# # #

**MEDIA CONTACT:**

Julie Wade, Hoffman York

414-225-9568; [jwade@hyc.com](mailto:jwade@hyc.com)

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**COLUMBUS, Ohio (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2005, the Office of Energy Efficiency (OEE) within the Ohio Department of Development is encouraging Ohio residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The OEE is helping Ohio residents make the simple switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware and Home Depot locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **Office of Energy Efficiency**

The Office of Energy Efficiency (OEE), a division of the Ohio Department of Development (ODOD), works with individuals, communities, non-profit organizations, businesses large and small, industry and other government agencies to achieve the following

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vision: a robust economy supported by multiple energy sources, energy efficiency, and advanced technology with added value for the quality of life for all Ohioans. For more information, visit [www.odod.state.oh.us](http://www.odod.state.oh.us).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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414-225-9568; [jwade@hyc.com](mailto:jwade@hyc.com)

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**INDIANAPOLIS, Ind. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and helping the environment.

From Oct. 1 through Dec. 31, 2005, Indianapolis Power & Light Company (IPL) is encouraging Indianapolis residents to "Change the World" one light at a time by replacing the bulbs in their home's five most frequently used light fixtures with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household could save up to \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. IPL is helping Indiana residents make the simple switch to energy efficient lighting by offering up to a \$2 instant Cash-Back Rebate on ENERGY STAR qualified CFL purchases of 12 bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 at select Ace Hardware and Home Depot locations.

"Most people don't know that switching to energy efficient light bulbs and fixtures is a simple way to do their part to reduce their energy consumption and protect the environment," said Wendy Reed of the ENERGY STAR program [at the US EPA].

Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

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Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but sometimes don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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### **About Indianapolis Power & Light Company**

Indianapolis Power & Light Company (IPL) provides retail electric service to about 460,000 residential, commercial and industrial customers in Indianapolis, as well as portions of other Central Indiana communities surrounding Marion County. During its long history, IPL has supplied its customers with some of the lowest-cost, most reliable power in the country. For more information, visit [www.ipalco.com](http://www.ipalco.com).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased

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energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**MINNEAPOLIS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Xcel Energy are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By changing these five lights, a household can save more than \$30 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and Xcel Energy are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware locations.

"Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

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### **About the Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

### **About Xcel Energy**

Xcel Energy is a major U.S. electricity and natural gas company with regulated operations in 10 Western and Midwestern states. Xcel Energy provides a comprehensive portfolio of energy-related products and services to 3.3 million electricity customers and 1.8 million natural gas customers through its regulated operating companies. In terms of customers, it is the fourth-largest combination natural gas and electricity company in the nation. Company headquarters are located in Minneapolis. More information is available at [www.xcelenergy.com](http://www.xcelenergy.com).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**AUSTIN, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Austin Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

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### **About the Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

**About the Southern Minnesota Municipal Power Agency**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**BLOOMING PRAIRIE, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Blooming Prairie Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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**About the Southern Minnesota Municipal Power Agency**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**FAIRMONT, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Fairmont Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**GRAND MARAIS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Grand Marais Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

**About the Southern Minnesota Municipal Power Agency**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**LAKE CITY, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Lake City Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**LITCHFIELD, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Litchfield Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**MORA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Mora Municipal Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**NEW PRAGUE, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, New Prague Utilities Commission, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

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From Oct. 1 through Nov. 30, 2005, North Branch Municipal Water & Light, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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FOR IMMEDIATE RELEASE

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From Oct. 1 through Nov. 30, 2005, Owatonna Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

**About the Southern Minnesota Municipal Power Agency**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

###

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**PRESTON, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Preston Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**PRINCETON, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Princeton Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**REDWOOD FALLS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Redwood Falls Public Utilities Commission, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**ROCHESTER, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Rochester Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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FOR IMMEDIATE RELEASE

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From Oct. 1 through Nov. 30, 2005, Spring Valley Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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FOR IMMEDIATE RELEASE

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From Oct. 1 through Nov. 30, 2005, St. Peter Municipal Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About the Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business

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activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

**About the Southern Minnesota Municipal Power Agency**

The Southern Minnesota Municipal Power Agency (SMMPA) was created in 1977. Currently, SMMPA's customers are eighteen municipally owned utilities located mostly in south-central and southeastern Minnesota. SMMPA provides these municipally owned utilities with commercial, industrial and residential related services, and products that help them serve the energy needs of their 92,000 retail customers reliably and cost-efficiently. For more information, visit [www.smmpa.com](http://www.smmpa.com).

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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Julie Wade, Hoffman York

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**WASECA, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Waseca Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

-more-

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Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**WELLS, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, Wells Public Utilities, a Southern Minnesota Municipal Power Agency (SMMPA) member utility, and the Minnesota Department of Commerce are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and SMMPA member utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering \$2 instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rebates, the bulbs will sell for as little as \$0.99 at select Ace Hardware, Hardware Hank, and True Value locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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FOR IMMEDIATE RELEASE

## SAVE MONEY AND ENERGY WITH THE TWIST OF ENERGY EFFICIENT BULBS

**ST. LOUIS, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup>-qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Sept. 15 through Dec. 31, 2005, AmerenUE and the Missouri Department of Natural Resources are encouraging Missouri residents to "Change the World" one light bulb, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. AmerenUE and the Missouri Department of Natural Resources are helping Missouri residents make the simple switch to energy efficient lighting by offering instant Cash-Back Rebates on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware and Home Depot locations.

"Most people don't know that the energy they use in their homes can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than eight million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than a typical incandescent light bulbs, but CFLs last up to 10 times longer than incandescent bulbs, making frequent changes of hard-to-reach light bulbs a thing of the past. Consumers will be surprised at how bright and warm the light is and how little time they will spend replacing the energy efficient bulbs.

“Our goal with this program is to increase customer awareness of energy efficient lighting and to encourage the use of these products for homes and businesses,” said AmerenUE Senior Vice President-Missouri Energy Delivery Richard Mark. “These General Electric light bulbs use one-third to one-quarter the energy and last up to 10 times longer than conventional incandescent bulbs.”

Lighting products that earn the ENERGY STAR also offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

“Most people want to do their part to help the environment but don’t know where to start,” Reed says “Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money and help preserve our environment for future generations.”

For more information about the “Change a Light, Change the World” campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About AmerenUE**

AmerenUE is a subsidiary of St. Louis-based Ameren Corporation and is Missouri’s largest electric utility and third largest distributor of natural gas. AmerenUE operates nine power plants and provides energy services to 1.1 million electric customers and 110,000 natural gas customers in eastern Missouri, including the St. Louis area. For more information, visit [www.ameren.com](http://www.ameren.com).

### **About the Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri’s natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**KANSAS CITY, Mo. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2005, the Missouri Department of Natural Resources and Aquila are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Missouri Department of Natural Resources and Aquila are helping Missouri residents make the simple switch to energy efficient lighting by offering Cash-Back Rebates on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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### **About Aquila**

Based in Kansas City, Missouri, Aquila, Inc. (NYSE: ILA) operates electricity and natural gas distribution utilities serving 1.3 million customers in seven U.S. states. Aquila also owns and operates power generation assets. Aquila serves 446,000 electric distribution customers in three states: Missouri, Kansas and Colorado; and 901,000 natural gas distribution customers in seven states: Missouri, Kansas, Colorado, Nebraska, Iowa, Michigan and Minnesota. For more information, visit [www.aquila.com](http://www.aquila.com).

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From Oct. 1 through Dec. 31, 2005, the Missouri Department of Natural Resources and the Empire District Electric Company, are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Missouri Department of Natural Resources and the Empire District Electric Company are helping Missouri residents make the simple switch to energy efficient lighting by offering up to a \$2 Cash-Back Rebate on ENERGY STAR qualified CFL purchases of six bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Ace Hardware, Home Depot and three True Value locations in Southwest Missouri.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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### **About the Empire District Electric Company**

Based in Joplin, Missouri, the Empire District Electric Company (NYSE:EDE) is an investor-owned utility providing electric service to approximately 157,000 customers in southwest Missouri, southeast Kansas, northeast Oklahoma, and northwest Arkansas. The Company also provides fiber optic and Internet services, customer information software services, and has an investment in close-tolerance, custom manufacturing. Empire provides water service in three incorporated communities in Missouri. For more information, visit [www.empiredistrict.com](http://www.empiredistrict.com).

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FOR IMMEDIATE RELEASE

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-more-

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Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

### **About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

MEEA's goal is to provide a collective voice at a national and regional level; act as a clearinghouse to identify, evaluate and create successful programs and market assessments for the region; and foster communication on effective energy policy. Formed in 1999, MEEA's strategy is to develop innovative programs that achieve measurable and verifiable results.

### **About the Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations. For more information, visit [www.dnr.state.mo.us](http://www.dnr.state.mo.us).

### **About Independence Power & Light**

Established in 1901, IPL is a non-profit, municipally owned electric utility serving the needs of more than 50,000 customers in Independence, Missouri. IPL maintains and operates 12 generating units, 15 major substations and more than 650 miles of power lines. For more information, visit [www.independencemo.org/pl](http://www.independencemo.org/pl).

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## **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**WILLMAR, Minn. (September 19, 2005)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Nov. 30, 2005, the Minnesota Department of Commerce and Willmar Municipal Utilities are encouraging Minnesota residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are in the living room, dining room, kitchen, master bedroom and master bathroom. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. The Minnesota Department of Commerce and Willmar Municipal Utilities are helping Minnesota residents make the simple switch to energy efficient lighting by offering up to a \$2 Cash-Back Rebate on ENERGY STAR qualified CFL purchases of eight bulbs or less. With the instant rewards, the bulbs will sell for as little as \$0.99 each at select Home Depot locations.

"Most people don't know that the energy they use in their home can be responsible for twice the air pollution as their car," said Wendy Reed of the ENERGY STAR program [at the US EPA]. "Switching to energy efficient light bulbs and fixtures is a simple way to do your part to reduce the pollution that causes global warming. If we all simply changed the five lights we use most to ENERGY STAR qualified ones, we'd keep more than one trillion pounds of greenhouse gases out of the air. That's equivalent to the emissions from more than 8 million cars."

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Not only do ENERGY STAR qualified CFLs use up to 75 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You'll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient bulbs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home and year.

Most people want to do their part to help the environment, but don't know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help preserve our environment for future generations.

For more information about the "Change a Light, Change the World" campaign, contact MEEA at 888-476-9548 or visit the MEEA Web site at [www.mwalliance.org/cal2005](http://www.mwalliance.org/cal2005).

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### **About the Minnesota Department of Commerce**

The Minnesota Department of Commerce's mission is to ensure equitable commercial and financial transactions and reliable utility services by: regulating and licensing business activity in more than 20 industries; investigating and resolving consumer complaints; advocating the public's interest before the Public Utilities Commission; and, administering various state programs.

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### **About Willmar Municipal Utilities**

The Willmar Municipal Utilities is dedicated to providing reliable, quality electric, water and district heating service to its consumer-owners at competitive rates in a forward-looking, service-oriented manner based on consumer input. For more information, visit [www.wmu.willmar.mn.us](http://www.wmu.willmar.mn.us).

### **About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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**Change a Light, Change the World 2006 Campaign  
Summary Report, Results and Lessons Learned  
Kansas City Power and Light Service Territory  
April 20, 2007**



**Midwest Energy Efficiency Alliance  
645 N Michigan Avenue Suite 990  
Chicago, IL 60622**

## Introduction

The Environmental Protection Agency (EPA) introduced the National Change a Light, Change the World fall lighting campaign in 2001. The campaign serves as a framework for cooperation between national, regional and local ENERGY STAR partners in delivering a coordinated message to the public regarding the energy saving benefits of qualified lighting products. This was the second year that Kansas City Light and Power (KCP&L) participated in the MEEA's regional Change a Light, Change the World promotion. The goals of the KCP&L promotion were as follows:

- Achieve unit sales of 24,292 ENERGY STAR labeled CFLs and corresponding energy savings.
- Raise consumer awareness of the energy saving and environmental benefits of using ENERGY STAR qualified CFLs.
- Increase consumer recognition of the ENERGY STAR label.
- Establish a low price point for CFLs in targeted markets.
- Leverage state and utility dollars to gain the investment of resources in the promotion by manufacturer and retailer partners.
- Demonstrate to retailers that investing in the promotion of ENERGY STAR qualified CFLs can be financially profitable and yield positive public relations.

Achieving these objectives required a coordinated effort involving state, utility, manufacturer and retailer sponsors in four states in addition to the program implementer, Wisconsin Energy Conservation Corporation (WECC). Thanks to the combined efforts of these partners the promotion in KCP&L's territory achieved the following results:

- 24,087 ENERGY STAR qualified CFLs were purchased by KCP&L (Missouri) customers.
- 8,615,919 kWh will be saved over the life of the CFLs.
- Advertising, point of sale materials and education by trained retail associates raised consumer recognition of the ENERGY STAR label and awareness of the benefits of qualified CFLs.
- Over \$314,000 in matching rebate contributions was leveraged regionally from MEEA's manufacturer and retailer partners – regionally over 1.5 million units were rebated through MEEA's 2006 Change a Light Campaign.
- 8 retail locations participated in the KCP&L territory.

Enough energy will be saved throughout the life of the CFLs sold during the campaign to power 862 homes for one year and to keep 10,339 tons of carbon dioxide from being released into the atmosphere. These and various other public benefits generated by the effort have produced a resounding success. This report details the process of organizing the campaign and its results.

## **Promotion Sponsors**

MEEA received funding from sixteen sponsors across the region for the 2006 campaign including:

- AmerenUE, Missouri
- Aquila, Missouri
- City Utilities of Springfield, Missouri
- Columbia Water and Light, Missouri
- Missouri Department of Natural Resources, Missouri
- Kansas City Power and Light, Missouri
- Empire District Electric Co., Missouri
- Independence Power and Light, Missouri
- ComEd, Illinois
- Xcel Energy, Minnesota
- Minnesota Department of Commerce, Minnesota
- Moorhead Public Service, Minnesota
- Willmar Municipal Utilities, Minnesota
- Alexandria Light and Power, Minnesota
- Southern Minnesota Municipal Utility Association, Minnesota
- Indianapolis Power and Light, Indiana

Access to the promotion was offered to retailers in Illinois, Missouri, Indiana and Minnesota. Targeted markets included: Chicago (IL), St. Louis (MO), Kansas City (MO), Joplin (MO), Columbia (MO), Independence (MO), Springfield (MO), Minneapolis and St Paul, Rochester (MN), Moorhead (MN), Alexandria (MN), Willmar (MN) and Indianapolis (IN). See attachment A for a full list of participating retailers and their locations. As in previous years, MEEA coordinated its efforts with Wisconsin's Focus on Energy program as well as other regional organizations participating in the Change a Light, Change the World campaign. This cooperation enabled MEEA to increase leverage with industry partners and benefit from economies of scale in the design and production of promotional materials and advertising.

## ***Contractors***

MEEA selected Wisconsin Energy Conservation Corporation (WECC) to implement the 2006 Change a Light, Change the World campaign for the fifth year in a row. The promotion was modeled after successful CFL promotions that WECC had designed and implemented for Focus on Energy in Wisconsin. Working with WECC simplified regional coordination because WECC was already implementing the promotion for Focus on Energy in Wisconsin, and Minnesota Power, Otter Tail Power and Great River Energy in Minnesota as well as Alliant Energy and MidAmerican Energy in IA. Coordination with WECC allowed for the campaign to appear seamless to consumers across the Midwest and afforded MEEA greater leverage with which to negotiate favorable terms with manufacturers and retailer partners. WECC demonstrated expertise in negotiating financial and logistical contributions from industry partners, recruiting retailers, organizing advertising in local markets, and administering the fulfillment of incentives.

In most areas, field representation was provided by EA Langenfeld (GE Rep group). EA Langenfeld was instrumental in delivering POP signage, rebate coupons, and faxing updates to the Ace, True Value and Do it Best stores in all states. EA Langenfeld also assisted in the initial recruitment of stores in MN, MO, IL, and IN.

## Industry Partners

MEEA and WECC (on behalf of Focus on Energy, Minnesota Power, Otter Tail Power, Great River Energy, Alliant Energy and MidAmerican Energy) issued a joint request for proposal to collaborate on the Change a Light, Change the World promotion to manufacturers and retailers. Through a competitive bid process, Ace Hardware Corporation, Do It Best, True Value and General Electric (GE), Menards and Osram Sylvania and Home Depot and TCP were selected as the primary retailer and manufacturer teams to support the promotion regionally.

In the KCP&L service area, HyVee along with GE was selected as a secondary retailer and manufacturer partner. Columbia Water and Light also used HyVee and GE for their promotion in Columbia MO. This decision to use HyVee and GE as secondary partners was made because there were not enough participating Ace Hardware stores in this service area to support the budget and allocations determined by the sponsors. The product offering at these HyVee locations and financial support from GE was very similar to the Ace Hardware program.

Selection of the retailer and manufacturer partners was determined by the following factors:

- Ace Hardware had the widest distribution of stores throughout each sponsors service territory of any retailer. In select areas where the number of Ace stores is limited, True Value and Do it Best retailers were also selected.
- Ace retailers along with GE had hosted the promotion for the last 5 years, which allowed MEEA and WECC to build on existing relationships and avoid the expense of building new ones.
- GE's offer of financial support including a \$.55 contribution to a \$2 instant rebate, cooperative advertising support, and printing of point of sale materials (POS) was greater than their competitors.
- Home Depot and Menards are major retailers that offered the potential to sell a large volume of CFLs in select utility service areas.
- GE was the only manufacturer to offer the use of its merchandising contractors (EA Langenfeld) to provide in-store support including recruiting stores as well as retailer training at select stores.

## Promotion Strategy

In order to achieve a sustainable increase in the penetration of ENERGY STAR qualified CFLs in targeted markets, a promotion must work to expand both supply and demand. To accomplish this MEEA once again chose to employ a combination of push and pull strategies for the Change a Light, Change the World campaign.

- ♦ ***To facilitate supply (market pull):*** Program resources were leveraged to gain financial and logistical support from CFL manufacturers and retailers, vesting their interest in the success of the promotion. These partnerships allowed MEEA to influence the product and price offered through the promotion. In addition, MEEA gained Ace, Do it Best, True Value, GE, Home Depot Corporate, TCP, Menards and Osram Sylvania's endorsement of the campaign. The approval of the corporate offices aided in the recruitment of independent hardware retailers and Home Depot and Menards locations. Furthermore, it was necessary to work with these allies to ensure a sufficient supply of CFLs to accommodate the promotion plan.

- ♦ **To increase demand (push):** The program utilized a \$2 instant rebate at Ace, Do it Best and True Value locations and a markdown / buy down program at Home Depot and Menards coupled with consumer education on the benefits of CFLs through radio, print advertising, press release and point of sale materials.

## **Promotion Design and Process**

### ***Coordination***

A “top down” communication strategy was utilized to leverage existing manufacturer and retailer infrastructure and communication channels in the coordination of the Change a Light, Change the World promotion. This approach utilized existing communication channels, increasing the promotion’s effectiveness while holding down costs.

Manufacturer and retailer buy-in is key to the success of any retail-based promotion initiated by a third party. To ensure buy-in, MEEA and WECC worked closely with the Ace Hardware, True Value and Do it Best Cooperative along with TCP and Menards to design a promotion that would appeal to independently owned hardware stores and to the corporately owned Home Depot and Menards stores. In addition, Ace used its buying power to help MEEA and WECC negotiate favorable terms with GE.

Many of the Ace Hardware retailers organize themselves into regional advertising cooperatives designed to share the cost of advertising in their respective markets. Moving down the distribution chain, WECC worked with these regional groups to coordinate the recruitment of individual retailers and the placement of advertising.

This top down strategy proved effective in quickly gaining buy-in from the stakeholders. Further, it addressed all of the channels necessary to coordinate the efficient distribution of product, promotional materials, and information to participants.

### ***Target Markets***

As mentioned previously, funding constraints required MEEA to narrow the scope of the Change a Light, Change the World promotion to specific targeted markets within each sponsor’s service territory. Target markets were selected based on a number of considerations including:

- Sponsor preferences.
- The size and composition of local Ace Hardware advertising cooperatives and their volume potential.
- The availability of media and cost of advertising.
- Proximity to local sponsor’s offices.
- The existence of any advertising groups

### ***Product and Pricing***

The product strategy for the Change a Light, Change the World campaign was designed to expand the selection of product, while offering maximum value. To accomplish this, the following selection criteria were developed:

- Increase the selection of CFLs by encouraging retailers to offer “specialty type” CFLs
- Choose CFLs that could be offered to consumers for less than \$2 per bulb after the \$2 instant rebate or discount, while remaining profitable for retailers.
- Use only ENERGY STAR qualified CFLs in order to ensure quality and performance.

The pricing strategy for the promotion aimed to achieve the following goals:

- Provide consumers with an exceptional value as an incentive to try ENERGY STAR qualified CFLs.
- Establishing a low price point (before rebate) in targeted markets.
- Allow retailers to make a sufficient profit to motivate them to continue to promote ENERGY STAR labeled CFLs.

MEEA worked closely with Ace, Do it Best, True Value and GE to choose nine models of CFLs that could meet all of the aforementioned product and pricing criteria. A \$2 instant rebate was offered in conjunction with the promotion in order to ensure an exceptional value for participating consumers. This instant rebate was funded cooperatively by state and utility sponsors and GE. The following table details the products, approximate price points and instant rebates offered during the promotion.

<b>GE Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>State/Utility contribution</b>	<b>GE Contribution</b>	<b>Price After Rebate</b>
41520	15W	2.99	2.00	1.45	.55	.99
15516	20W	3.48	2.00	1.45	.55	1.48
15517	26W	3.76	2.00	1.45	.55	1.76
24684	32W	8.99	2.00	1.45	.55	6.99
47448 (3 way)	29W	9.99	2.00	1.45	.55	7.99
21733 (A line)	15W	5.99	2.00	1.45	.55	3.99
49895 outdoor bug light	11w	6.99	2.00	1.45	.55	4.99
49894	11w	6.99	2.00	1.45	.55	4.99
20708 (R30)	15W	5.99	2.00	1.45	.55	3.99
21710 (Dimmable)	15W	10.99	2.00	1.45	.55	8.99
21739 (Par)	26W	7.99	2.00	1.45	.55	5.99

It is important to note that although most retailers followed the suggested retail prices established by MEEA and the corporate offices, a minority chose to sell the bulbs at either a higher or lower price. Because the participating hardware stores are independently owned, Federal antitrust legislation prohibits the standardization of prices or “price fixing”.

MEEA worked with GE to choose three models of CFLs that were available at participating HyVee locations. The following table details the products, price points and instant rebates offered at HyVee.

<b>Model Number</b>	<b>CFL Wattage</b>	<b>Suggested Retail Price</b>	<b>Instant Rebate Amount</b>	<b>State/Utility contribution</b>	<b>GE Contribution</b>	<b>Price After discount</b>
41520	15W	2.99	2.00	1.50	.50	.99
15516	20W	3.48	2.00	1.50	.50	1.48
15517	26W	3.76	2.00	1.50	.50	1.76

### ***Quantity Restriction***

As part of the 2006 promotion, MEEA established a quantity restriction of twelve ENERGY STAR qualified CFLs per instant rebate claim form for purchases made by consumers at retail store locations in all sponsor service areas except Missouri. A quantity restriction of six ENERGY STAR qualified CFLs per instant rebate claim form was enforced for purchases made at retail locations in Missouri, including KCP&L's service territory.

### ***Allocation Strategy***

In order to prevent oversubscription, MEEA and WECC employed an allocation strategy designed to limit the number of CFLs that retailers could purchase from GE for the promotion. The limit was based on the available rebate budget in each area. Retailers were encouraged to purchase as many CFLs as they thought they could sell prior to the start of the promotion, with the understanding that their orders would be reduced by a percentage across the board in the local state or utility's area in the event orders exceeded the allocation. In the event initial orders did not exceed the allocation retailers would be allowed to purchase the remaining CFLs in whatever quantities they wanted on a first-come, first-served basis. WECC issued letters to retailers each time they ordered CFLs alerting them to the maximum number of bulbs they would be allowed to sell using the instant rebate.

If initial orders did not exceed the allocation in any of the targeted markets and retailers were allowed to purchase the remaining CFLs on a first-come, first-served basis. EA Langenfeld monitored the allocation and closed the offer to retailers in each market when they reached the maximum allocation. This system required a significant amount of coordination between WECC and EA Langenfeld, which was time consuming. It did, however, prove highly effective in controlling the volume of CFLs sold by retailers in each market.

For participating Home Depot and Menards locations (except in Alexandria and Willmar where coupons were used), the allocation strategy was set up in a different manner. MEEA provided TCP and Osram Sylvania with a bulb allocation for each store or group of stores prior to the promotion launch date. Once the promotion started, TCP and Menards provided weekly sales data showing the total number of bulbs that each store sold. When the weekly cumulative sales data met the total allocation, Home Depot and Menards ended the promotion. This method worked very well to control over subscription.

### ***Retailer Recruitment***

The recruitment of local retailers in targeted markets across a broad geographic region and on a limited budget was accomplished in part by working through contacts made with the advertising cooperatives during previous promotions. As mentioned previously, many of the participating hardware retailers organize themselves into regional advertising cooperatives for the purpose of sharing in the cost of common advertising. Through this method, they benefit from economies of scale, pooling their funds to purchase more prominent advertising than they would be able to buy individually. Working through these groups provides MEEA the same opportunity to benefit from these economies, allowing us to negotiate agreements to share in the cost of common advertising with cooperative members. Because these groups choose promotions and place advertising on behalf of the entire group, participation in the promotion was mandatory for all members in the event a majority chose to participate. Cooperative advertising dollars were used to gain the participation of each group in targeted markets. This system for recruitment continues to be highly effective without incurring the costs associated with visiting retailers individually. It also meets Ace Hardware Corporation's requirement that the promotion be offered to all retailers equally in each market. In more rural areas, and in target markets where there was no group advertising association, EA Langenfeld and WECC staff made personal recruitment visits to prospective stores.



In the state of IL, ComEd also included a low income, free CFL component to the promotion. ComEd provided additional funding to distribute 4, 60W equivalent CFLs to participants in the LIHEAP program. These free CFLs were distributed to the LIHEAP participants through the participating Ace, Do it Best and True Value locations. ComEd stated that it was very important that that the LIHEAP participants be able to have easy access to the participating retailers distributing the free CFLs. In order for this LIHEAP CFL program to be successful, it was important that as many of the eligible retailers as possible in the key LIHEAP coverage areas be signed up for the promotion. In the ComEd service area, major recruitment efforts were put in place to sign up participating retailers. Between WECC and EA Langenfeld, 9 field reps and staff members canvassed the ComEd service area and made personal recruitment visits to all eligible locations. In order to recruit the stores in the most efficient manner possible, mapping software was used to plot out the locations of the eligible retailers. Field reps were then assigned lists of stores they were responsible for recruiting. While this recruiting method was very labor intensive, it proved to be effective. Over 65% of the eligible retailers signed up as participants.

For the participating Home Depot and Menards stores, individual store recruitment was not necessary. The Home Depot and Menards Corporate office provided a commitment that the stores in the participating utility areas would participate and the stores were not offered individual coop dollars due to the fact that Home Depot and Menards are unable to easily create ads for specific store locations.

### ***Advertising***

The Change a Light, Change the World advertising strategy was formulated to leverage the public relations value of the promotion and cooperative advertising dollars to gain retailer support for both the placement and cost of advertising. When possible, 75% matching contributions were offered toward the cost of advertising to each of the Ace, Do it Best and True Value Hardware individual stores not part of an advertising group. One new addition to the 2006 campaign was that MEEA created a CFL ad template. By creating this ad template, it made the approval process much more efficient. The only requirement was that the retailer needed to use the correct sponsor logo. An example of the ad template is included in this final report.

A budget was set for advertising in each target market based on the cost of advertising, quality of media, and unit sales goals. Each Ace Hardware advertising group used its knowledge of local market conditions and media to customize an advertising plan that maximized the exposure purchased with advertising funds.

Media included print advertising in newspapers, “shoppers” and placement in Ace Hardware circulars. The most efficient means of advertising the promotion in a number of markets was through Ace Hardware circulars. Ace Hardware advertising groups pool their funds to purchase and distribute these circulars in newspapers and via direct mail. All of the advertising groups purchase the circulars from either Ace Hardware Corporate or Atlantic Press, a private advertising firm. Both companies designed an ad for each circular, which was customized with local sponsor information. The economies of scale achieved by making a “bulk purchase” of advertising in cooperation with the advertising groups allowed the largest possible number of consumers to be touched with the available funds. In the ComEd service area, MEEA worked with the True Value marketing manager and provided funding to support a region wide radio advertising campaign on WGN radio.

MEEA required print advertising to include the Change a Light, Change the World ENERGY STAR logo, sponsor logos, price after instant rebate, and language stating who sponsored the instant rebate. MEEA mandated that radio advertising mention Change a Light, Change the World, include language stating who sponsored the instant rebate, and price after instant rebate. It was further recommended retailers communicate the following feature/benefit information in advertising:

- Use 66% less energy than incandescent light bulbs
- Last up to ten times longer
- Fit in many of the same applications
- Are just as bright

The Change a Light, Change the World logo and theme served to tie the local promotion to other regional and national campaigns. Including sponsor logos and language added credibility to the offering while maximizing the public relations value realized by sponsors. Incorporating feature/benefit information worked to communicate the key selling points for the idea of switching from incandescent light bulbs to CFLs. .

For the participating Home Depot and Menards stores, the stores were not offered individual coop dollars due to the fact that large corporate retailers are unable to easily create ads for specific store locations. In the ComEd service area, MEEA created Change a Light print ads that mentioned all participating retailers. These ads were run numerous times in the Chicago Tribune and Sun Times.

### ***Point of Sale Materials***

In order to reduce costs and ensure that MEEA's sponsors received the most comprehensive in-store display for their dollar, it was decided once again to use the same point of sale (POS) template for the materials created for Wisconsin's Focus on Energy program. Each state's materials were customized with the logos of only the local sponsors in that state. These eye catching pieces highlighted the features and benefits of ENERGY STAR qualified lighting including:

- Use up to 66% less energy
- Last up to 10 times longer
- Save an average of \$30.00 in energy costs over the life of each ENERGY STAR qualified bulb.

As in previous promotions, point of sale materials were delivered to individual stores using E.A. Langenfeld and WECC representatives. Due to the larger scale of the 2006 promotion, MEEA also utilized the services of a mailing house to deliver point of sale promotional materials to the participating retailers in the ComEd service area and parts of Minnesota and Missouri. The mailing house services proved to be a very cost effective option. For the stores that received promotion materials via the mailing house, phone calls were made to all stores 3-4 days prior to the start of the promotion to verify that the retailers received all coupons and signage. Retailers were provided with the following materials:

- POP (Attachment C)
- Coupons (Attachment D)
- Program Speaking Points (Attachment F)

### ***Bill Stuffer***

Utility bill stuffers / inserts continue to be one of the most effective tactics to promote the Change a Light Campaign. Ameren UE, ComEd and KCP&L were 3 of the sponsors that implemented a bill insert / news letter program. Retailers from these service areas commented that consumers were actually bringing the bill inserts to the stores. When choosing to use a bill insert or announce the promotion in a newsletter, it is very important to make sure that the delivery date of this information properly coincides with the dates of the promotion. In the Ameren UE service area, the newsletter featuring the promotion was sent out to consumers in the St. Louis area after the promotion had

ended. The call center received hundreds of phone calls from Ameren UE consumers stating that they were unable to find the discounted bulbs at the participating retail locations.

***Toll Free Line***

A toll free line was set up in support of this promotion. All promotional materials included the toll free number, which connected customers to a call center staffed by WECC. The line launched on September 15<sup>th</sup> and as of 2/28/07, 2,118 consumer calls had been received.

## Results

The chart below summarizes the number of CFLs sold, the unit sales goal, number of participating retailers, number of customers served and energy savings gained in each sponsors service territory.

	Ameren UE	MO DNR	City Utilities	Columbia Water and Light	Aquila	Empire District	KC Power and Light	MO IPL
# participating retailers	28		1	3	6	6	8	2
CFL goal	73,241	15,624	20,000	10,025	10,207	11,191	24,292	3,500
# CFLs ordered by retailers	61,932		19,692	8,624	9,409	11,385	25,000	3,504
# CFLs purchased by consumers	60,946	15,954	11,902	3,063	9,273	9,861	24,087	2,147
Annual kWh savings	3,114,341	815,249	608,192	156,519	473,850	503,897	1,230,845	109,711
Lifetime kWh savings	21,800,384	5,706,746	4,257,345	1,095,635	3,316,952	3,527,280	8,615,919	767,981

	ComEd	IP&L	XCEL	SMMP A	Willmar	Alexandria	MN DOC	Moorhead	Totals
# participating retailers	310	14	29	11	1	2		2	423
CFL goal	1,000,000	10,466	62,740	12,694	2,222	2,662	6,249	4,040	1,269,153
# CFLs ordered by retailers	1,304,380	12,842	62,000	5,468	2,222	2,996		4,040	1,533,494
# CFLs purchased by sponsor consumers	1,283,222	10,213	61,059	6,968	617	1,874	6,212	3,199	1,510,597
Annual kWh savings	65,572,644	521,884	3,120,115	356,064	31,528	95,761	317,433	163,468	77,191,500
Lifetime kWh savings	459,008,509	3,653,190	21,840,804	2,492,454	220,700	670,329	2,222,032	1,144,282	540,340,542

\* includes total bulbs sold by participating Home Depot stores

## **Lessons Learned**

### **Advertising**

On Saturday October 7th, 980 AM KMBZ in Kansas City aired an energy efficiency segment and Q&A, specifically on the benefits of CFLs, on the Toby Tobin show. The show specifically advertised the KCP&L sponsored promotion at Westlake Ace Hardware stores in Kansas City. The segment appeared to have been a big driver in raising awareness of the campaign - four of the five participating Westlake stores in the Kansas City area were out of product one to two weeks after the segment aired.

Unfortunately, only half of the product allocated to Westlake Ace stores in Kansas City was ordered prior to the launch of the campaign and when sales picked up dramatically after the Toby Tobin show, stores were scrambling to place reorders for the remaining product but weren't able to secure the remaining allocation for 4 to 5 weeks. Typically, reorders take between 7 to 10 business days. While HyVee still had sufficient quantities of product throughout the promotion, the Westlake Ace product delay caused numerous customer complaints and confusion. After talking numerous times with both Westlake Ace and GE, it was still difficult to determine if the issue was with ordering product at the store level or at the supply level (GE) or a combination of both. After a field visit at the beginning of November by MEEA staff, it was clear that store managers were receiving conflicting information from numerous parties as to whether they still had allocation left to order, or if an order had been placed – orders were typically placed through the Westlake Ace buyer rather than individual store managers. Eventually, product did arrive and stores were able to sell through the remaining product despite the delay in shipment.

In future campaigns, MEEA would recommend increased communications to stores and GE around all advertising efforts to ensure stores have enough product on hand to meet increased demand from substantial advertising efforts.

### **Sponsor Commitment and Program Planning**

To ensure there is sufficient time allowed for the planning process and to minimize time spent coordinating changes with manufacturer and retailer partners for the campaign, sponsor commitments should be confirmed as early as possible, ideally before the manufacturer and retailer partner RFP is issued in March and no later than June 1<sup>st</sup> of the year of the campaign. Securing late commitments from sponsors can negatively impact the supply of bulbs regionally, as was evident in the most recent promotion.

Additionally, when sponsors develop in-house marketing strategies in conjunction with the existing campaign marketing efforts, it is also important that the advertising plans are finalized and shared with MEEA prior to the recruitment of stores. The amount of dollars spent on advertising the campaign heavily influences the number of units retailers order prior to the launch of the campaign. Some retailers complained that they didn't have enough product on hand to meet demand when advertising hit their market because promotional strategies were developed after initial orders were placed.

### **“Big Box” Retailers - Advantages and Challenges**

Choosing to partner with large “big box” retailers on CFL promotions offers some great advantages. The Home Depot and Menards are the largest home improvement retailers in the Midwest with many stores located within the MEEA sponsor's service areas. These stores are typically located in prime retail locations, receive an incredible amount of foot traffic on an every day basis and are capable of selling large volumes of CFLs. Additionally, due to the buying power of the big box retailers, MEEA sponsors were able to offer their consumers CFLs that were priced as low as \$0.99 per bulb while only paying as little as \$0.85 - \$1.20 per bulb for the rebate. Conversely, for the CFL promotions that ran at independently owned

hardware stores, MEEA sponsors can also offer their consumers CFLs priced as low as \$0.99 but the sponsor rebate contribution is \$1.45 per CFL. However, one significant differentiation is these price points were also made possible because these promotions did not use coupons – they were mark-down or buy-down based promotions. At the Menards that did use coupons – the price was actually higher – sponsors contributed \$1.50 per unit.

While there are some great benefits to using big box retailers, there are also some challenges associated with large retailers. After two years of running promotions at Home Depot and after talking with other program administrators nationwide it has been consistently observed and reported that displaying point of sale signage presented challenges at the participating Home Depot locations. In a number of cases, field reps visited participating locations and put up the signage only to receive a report within the next week, that the point of sale signage had been removed. Menards however seems to do a much better job at keeping POP up for the duration of the campaign.

Additionally, one final major challenge in working with the big box retailers is retailer training. Training all staff at big box locations on the promotion is just not possible – the number of staff working in these stores combined with high turn-over makes training staff on the product and promotion benefits too cost intensive to incorporate into this promotion. Smaller hardware stores are better equipped to relay promotion information and get behind the messaging of the campaign because they are often independently owned and have smaller sized staff per store.

### **Overlapping Promotions and Spillage**

In Minnesota and Missouri, there are numerous utility sponsors participating in the promotion. In many areas of these states, there are situations where multiple participating and non-participating utility consumers shop at the same retail locations. When this occurs, one sponsor may expend their total allocation while another still has significant allocation left but in order to prevent oversubscription for the sponsor that has hit their allocation limit, the promotion has to be cut off. This occurred in the SMMPA service area. SMMPA member utilities are surrounded by Great River Energy (GRE) coops. After the first week of the promotion, GRE had spent (allocated) its entire budget and retailers were told they could no longer order product, even though the SMMPA utilities still had a significant budget left. Given the ratio of customers shopping in this area, if retailers had been allowed to continue ordering product until SMMPA's allocation had been met, GRE would have been way over budget. While the State of Minnesota provides money to cover rebates that are redeemed by non-participating utility sponsors that could have been used to alleviate this situation – there wasn't enough money from the state to cover the rebates needed to expend SMMPA's full budget. Possible solutions to this situation would be to either increase the state budget or move to a coupon less promotion (mark-down or buy-down) that allows utilities to claim savings for dollars spent on CFLs without having to prove that their customers purchased the CFLs.

In Missouri, spillage continued to be an issue for the 2006 campaign. Spillage occurs when neighboring and non-participating utility consumers purchase discounted CFLs through the promotion, negatively impacting the utility goal of the given territory. For example, in the City Utilities of Springfield service area, the participating Ace hardware store sold close to 20,000 CFLs but over 7,000 of them were purchased by consumers from neighboring and nonparticipating utilities.

### **Utility Bill Stuffers**

Utility bill stuffers are a highly effective means to advertising the Change a Light promotion and helps reduce spillage by directly targeting the participating utility's customers. MEEA strongly encourages sponsors to consider using bill stuffers on future Change a Light promotions. In areas where bill inserts were utilized, many retailers within these service areas commented that numerous consumers were bringing the bill inserts to the stores and that they were effective at driving sales.

However, for a bill stuffer to be effective, timing is essential. There were several sponsors this year that either sent bill stuffers out too early or too late in the campaign. In one service territory, the bill stuffer went out too early and the campaign had to be started prior to the October 1<sup>st</sup> campaign launch, which complicated product supply and shipping

and POP delivery. In another service territory, the bill stuffer went out after most of the bulbs had been sold out, resulting in numerous customer complaints to the utility and campaign call center.

## **Conclusion**

The 2006 Change a Light, Change the World promotion was a big success for MEEA and its program sponsors. MEEA secured funding from 16 sponsors across four states. Additionally the promotion leveraged over \$312,000 in matching rebate dollars from the manufacturer, not including advertising and point of sale support. 423 retailers participated in the promotion and 32 different Ace regional ad groups and individual stores ran the promotion in their monthly circulars or created individual Change a Light advertisements.

Kansas City Power and Light had a very successful second promotion, despite a delivery set-back at Westlake Ace. The addition of HyVee as a secondary retailer was largely effective at delivering product to KCP&L customers, and HyVee reported being very pleased with the partnership. With a goal of 24,292 units, KCP&L (MO) customers purchased 24,087 CFLs through the promotion, just shy of the program goal. Given the spillage trends observed during the first KCP&L campaign, this is a major accomplishment for the program. This equates to an energy savings of over 8.5 million kWh over the lifetime of the product, the equivalent of powering almost 900 homes for a year. Additionally, these savings would prevent over 10,000 tons of CO<sub>2</sub> from entering the atmosphere, the equivalent of removing almost 1,400 cars from the road.

As a result of the 2006 Change a Light Change the World promotion over 1,500,000 CFLs were sold in the region, translating to over 540,000,000 kWh savings over the life of the CFLs, saving enough energy saved to keep 648,409 tons of CO<sub>2</sub> from being released into the atmosphere and equaling the removal of over 87,000 cars from the road.

**Attachment A - Participating Retailers  
Missouri, Ace:**

WESTLAKE ACE	1000 WESTPORT ROAD	KANSAS CITY	MO	64111	816.756.2445
WESTLAKE ACE	1020 W. 103 STREET	KANSAS CITY	MO	64114	816.941.8922
WESTLAKE ACE	5009 N.E. VIVIAN RD	KANSAS CITY	MO	64119	816.454.1122
WESTLAKE ACE	5945 NE ANTIOCH RD	GLADSTONE	MO	64119	816.454.9900
WESTLAKE ACE	6201 INDEPENDENCE AVE	KANSAS CITY	MO	64125	816.231.8505

**Missouri, Hy-Vee:**

Hy-Vee	207 NE Englewood Road	Kansas City	MO	64118
Hy-Vee	8301 North St. Clair Ave	Kansas City	MO	64151
Hy-Vee	3100 West Broadway	Columbia	MO	65203
Hy-Vee	7117 North Prospect	Gladstone	MO	65203



# Westlake **ACE** Hardware



# 99¢

after \$2  
instant rebate  
Limit 6  
While Supplies Last

## Spiral Fluorescent Bulb

- Replaces any standard Incandescent Light Bulb
- Lasts 5 years guaranteed
- 8,000/hr.

• 15-watt (60-watt equivalent)	#3166493	41520
• 20-watt (75-watt equivalent)	#3166501	15516
• 26-watt (100-watt equivalent)	#3166485	15517

**Offer Valid At All Kansas City Area Locations**

### Rebate Sponsored by:



**KANSAS**  
(2) Lawrence  
Leavenworth  
(3) Topeka

**KANSAS**  
*Kansas City Metro-*  
Kansas City, KS  
Lenexa  
Olathe  
Overland Park  
Prairie Village  
Shawnee

**MISSOURI**  
*Kansas City Metro-*  
Belton  
(2) Blue Springs  
Excelsior Springs  
Gladstone  
(2) Independence  
Kansas City, MO

North Kansas City  
Lee's Summit  
Northeast K.C.  
Raytown  
St. Joseph  
Westport



# SAVINGS WITH A TWIST

## To receive your instant Cash-Back Rebate:

1. Choose which ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) you wish to purchase.
2. Completely fill out coupon. Incomplete coupons will not be honored.
3. Bring your ENERGY STAR qualified CFLs and your completed coupon to the checkout.

Limit 6 bulbs per customer per visit.



**BULBS**

**\$2** 

**CASH BACK PER BULB**

[mwalliance.org/cal2006](http://mwalliance.org/cal2006)  
**888.476.9548**

While supplies last. Valid for Missouri residential electric customers of Kansas City Power & Light only.

© 2006 Focus on Energy MEEA-4025-0706



Instant Rebate provided by:



[www.kcpl.com](http://www.kcpl.com)



# SAVINGS WITH A TWIST



Special Price \$

Instant Rebate **\$2.00** per bulb

Final Price \$

Limit 6 bulbs per customer per visit.

Instant Rebate provided by:



888.476.9548  
[mwalliance.org/cal2006](http://mwalliance.org/cal2006)

While supplies last. Valid for Missouri residential electric customers of Kansas City Power & Light only.  
©2006 Focus on Energy MEEA-4027-0706





## SAVINGS WITH A TWIST

- Use up to 66% less energy.
- Last up to 10 times longer.
- Save an average of \$30\* in energy costs over the life of each ENERGY STAR® qualified compact fluorescent light bulb (CFL).
- Contribute to a cleaner environment while saving yourself energy, money and time.



Limit 6 bulbs per customer per visit.  
 \* Savings vary with utility rates.

**BULBS**  
**\$2**   
**CASH BACK**  
**PER BULB**

CFLs use less power to create the same amount of light. Use the table below to determine the correct wattage for your needs.

Incandescent bulb	CFL equivalent
40 watt	9 watt
60 watt	15 watt
75 watt	20 watt
100 watt	26 watt

[mwalliance.org/cal2006](http://mwalliance.org/cal2006)  
**888.476.9548**

While supplies last. While in Missouri residential electric territories of Kansas City Power & Light only.  
 © 2006 Power to Energy MEA4029719.



*Instant Rebate provided by:*



[www.kepl.com](http://www.kepl.com)

# SAVINGS WITH A TWIST



- Use up to 66% less energy.
- Last up to 10 times longer.
- Save an average of \$30\* in energy costs over the life of each ENERGY STAR® qualified compact fluorescent light bulb (CFL).

Limit 6 bulbs per customer per visit.

\* Savings vary with utility rates.

Special Price \$

Instant Rebate **\$2.00** per bulb

Final Price \$



[mwalliance.org/cal2006](http://mwalliance.org/cal2006) 888.476.9548

While supplies last. Valid for Missouri residential electric customers of Kansas City Power & Light only.

© 2006 Power to Energy MEEA 6102-0708



Rebate Return provided by:



[www.kcpl.com](http://www.kcpl.com)



**Attachment D – Coupons**

**\$2 Instant Rebate**  
On ENERGY STAR® Qualified Bulbs

*Purchased at Ace Hardware*

**Please complete the following information:**

my electric utility company \_\_\_\_\_

name \_\_\_\_\_

street address \_\_\_\_\_

city, state & zip \_\_\_\_\_

daytime phone (for verification only) \_\_\_\_\_

name of store where purchased \_\_\_\_\_

city \_\_\_\_\_ date \_\_\_\_\_

**Please complete the following:**

Quantity	CFL	Standard Equiv.	GE Model	Ace SKU
<input type="text"/>	15w (Spiral)	60w	41520	(3166493)
<input type="text"/>	20w (Spiral)	75w	15516	(3166501)
<input type="text"/>	26w (Spiral)	100w	15517	(3166485)
<input type="text"/>	32w (Spiral)	150w	24684	(3992211)
<input type="text"/>	15w (A-line)	60w	21733	(3166477)
<input type="text"/>	15w (Reflector)	65w	20708	(3138120)
<input type="text"/>	15w (Dimming)	65w	21710	(3992252)
<input type="text"/>	26w (Par 38)	90w	21739	(3992260)
<input type="text"/>	11w (Bug Light)	40w	49895	(3992104)
<input type="text"/>	11w (Post Light)	40w	49894	(3992096)
<input type="text"/>	<b>TOTAL Bulbs x \$2 =</b>		<input type="text"/> <b>Total Rebate</b>	

**Limit 6 bulbs per customer per visit.**  
**Maximum rebate = \$12.00**

While supplies last. Instant Rebate not to exceed purchase price. Offer valid 10/01/06 - 12/31/06.



**To Receive Your Rebate:**

1. Select up to 6 ENERGY STAR qualified bulb(s) you wish to purchase from the list on the reverse side of this coupon.
2. Bring your ENERGY STAR qualified bulb(s) and this completed coupon to the checkout and get \$2 off the purchase price of **each bulb** at the register.

**Important information:**

This offer is available to Missouri customers who purchase qualified compact fluorescent bulbs from October 1, 2006, through December 31, 2006, only. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 6 bulbs per customer per visit.

The sponsoring utilities/organizations reserve the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable. Rebated bulbs may not be used for resale. Ineligible rewards are subject to denial or repayment to the program. Instant Rebate not to exceed purchase price.

**Confidentiality statement:**

I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential.

**Please sign or initial here:** \_\_\_\_\_

**For the authorized retailer:**

To redeem, complete the coupon receipt (provided by your representative), include the address where check is to be mailed, and total amount of expected reimbursement and send with rebate coupons to: **MEEA ENERGY STAR Bulbs, c/o WECC, 211 S. Paterson Street, 3rd Floor, Madison, WI 53703.** Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to WECC no later than January 15, 2007 to qualify for reimbursement.

While supplies last. Offer valid 10/01/06 - 12/31/06. MEA-4005-0606-MOAH

Instant Rebate Sponsored by:



# \$2 Instant Rebate

On ENERGY STAR® Qualified Bulbs

*Purchased at Hy-Vee*

My electric utility company \_\_\_\_\_

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City, State & Zip \_\_\_\_\_

Daytime Phone (for verification only) \_\_\_\_\_

Name of Store Where Purchased **Hy-Vee** \_\_\_\_\_

City \_\_\_\_\_ Date \_\_\_\_/\_\_\_\_/\_\_\_\_

**Check one box that best represents where this/these light bulb(s) will be used:**

residential  business

**Please complete the following:**

Quantity	CFL	Standard Equiv.	GE Model
<input type="text"/>	15w	60w	41520
<input type="text"/>	20w	75w	15516
<input type="text"/>	26w	100w	15517
<b>TOTAL Bulbs x \$2 =</b>			<input type="text"/> <b>Total Rebate</b>

**Limit 6 light bulbs per customer.**

Rebate not to exceed purchase price. Offer valid Oct. 1, 2006 - Dec. 31, 2006. While supplies last.



## Rebate information:

**To receive your rebate:**

1. Select up to 6 ENERGY STAR qualified bulb(s) you wish to purchase from the list below.
2. Bring your ENERGY STAR qualified bulb(s) and this completed coupon to the checkout and get \$2 off the purchase price of **each bulb** at the register.

**Important information:**

This offer is available to Kansas City Power & Light or City of Columbia Water & Light customers who purchase qualified compact fluorescent bulbs from October 1, 2006, through December 31, 2006, only. Offer good while supplies last, and may not be combined with any other utility or sponsor offer. Limit 6 bulbs per customer per visit.

The sponsoring utilities/organizations reserve the right to withdraw this offer without notice. Photocopies or facsimiles of this form are not acceptable. Rebated bulbs may not be used for resale. Ineligible rewards are subject to denial or repayment to the program. Instant Rebate not to exceed purchase price.

**Confidentiality statement:**

I am providing the requested information solely to be eligible to participate in this program and request that the personal information supplied by me be treated as confidential.

**Please sign or initial here:** \_\_\_\_\_

**For the authorized retailer:**

To redeem, complete the coupon receipt (provided by your representative), include the address where check is to be mailed, and total amount of expected reimbursement and send with rebate coupons to: **MEEA ENERGY STAR Bulbs, c/o WECC, 211 S. Paterson Street, 3rd Floor, Madison, WI 53703.** Mailing insurance on redeemed coupons is suggested, as you are responsible for any coupons lost in shipping. Retailer must submit coupons to WECC no later than January 15, 2007 to qualify for reimbursement.

While supplies last. Offer valid 10/01/06 - 12/31/06. MEA-4005-0606-MOHV

Instant Rebate Sponsored by:





# SAVINGS WITH A TWIST

**INSTANT REBATE ON  
ENERGY STAR® QUALIFIED  
LIGHT BULBS**

# \$2



## SAVINGS WITH A TWIST

Want to save money every time you flip a switch? Then make your next light an ENERGY STAR®.

To help you make the switch to energy-efficient lighting, KCP&L has teamed up with the Missouri Department of Natural Resources (MDNR) in "Change-A-Light, Change the World," a nationwide program.

Replacing standard light bulbs with ENERGY STAR® qualified compact fluorescent lamps (CFLs) can significantly improve your home's energy efficiency. That's because ENERGY STAR qualified CFLs use 75 percent less energy than standard light bulbs and last up to 10 times longer.

Just replace the five most frequently used lights in your home with ENERGY STAR® qualified models and you can save more than \$60\* a year in energy costs. The most frequently used lighting fixtures are in the living room, dining room, kitchen, and master bedroom and bath.

KCP&L is sponsoring instant cash-back rebates of \$2 on ENERGY STAR® qualified bulbs at participating Hy-Vee and Ace Hardware stores. But hurry, the rebate is only available through December 31 or while supplies last.

**Turn over for more information!**



**Westlake Ace Hardware Locations**

5009 N.E. Vivian Rd., Kansas City, MO
6201 Independence Ave., Kansas City, MO
1000 Westport Rd., Kansas City, MO
1020 W. 103 St., Kansas City, MO
5945 N.E. Antioch Rd., Gladstone, MO

**Hy-Vee Locations**

207 N.E. Englewood Rd., Kansas City, MO
9301 N. St. Clair Ave., Kansas City, MO
7117 N. Prospect, Gladstone, MO

For more information, visit [www.kcpl.com](http://www.kcpl.com).

\*Savings vary with utility rates      530-0633 (08/06)



**Kansas City  
Power & Light®**  
ENERGIZING LIFE



## Attachment F – Program Speaking Points

- Changing a light bulb is one of the easiest energy efficiency improvements Indianapolis residents can make. All it takes is screwing in an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb, or CFL.

### Change a Light, Change the World

- The “Change a Light, Change the World” campaign has a simple message: When you change your next light bulb or fixture, make sure it is ENERGY STAR qualified.
  - Save money on your electric bills for years to come.
  - Reduce demand on the area’s electricity generation and distribution systems.
  - Help keep our environment clean for future generations.
  - Get the same bright, warm light you find with traditional incandescent light bulbs.
  - Added convenience because ENERGY STAR qualified light bulbs last up to 10 times longer than incandescent light bulbs.
  - And during the “Change a Light, Change the World” program, you can save money right now with a special \$2 instant rebate on ENERGY STAR qualified CFL purchases of six or less from Aquila, the City of Independence Power & Light Department, Kansas City Power & Light, and the Missouri Department of Natural Resources.

### Why Switch?

- There are a variety of good reasons to make the switch. Just to recap and summarize...
  - **Immediate Savings:** During the “Change a Light” program, area residents can purchase ENERGY STAR qualified CFLs for as little as \$.99 each at select Ace Hardware and HyVee locations.
  - **Savings for Years to Come:** Save at least \$60 in energy costs simply by replacing the five most frequently used light fixtures, or the bulbs in them, in your home with ENERGY STAR qualified CFLs..
  - **Reduced Energy Consumption:** CFLs use up to 66 percent less energy than incandescent bulbs. Switching to CFLs reduces demand on the electric system and helps ensure a reliable supply of energy for our residents and businesses.
  - **A Brighter Earth:** When you use ENERGY STAR qualified products, you actively reduce the amount of fossil fuels, such as coal, burned to produce electricity. This prevents pollution and combats global climate change by reducing greenhouse gas emissions.
  - **Convenience:** CFLs last up to 10 times longer than standard incandescent bulbs. That’s more than four years under typical use. You’ll benefit from not having to replace burned-out light bulbs as often – particularly those hard-to-reach bulbs.

- **Quality and Versatility:** CFLs provide the same bright, warm, welcoming light as incandescent bulbs. They're available in a wide variety of sizes, shapes and styles, so you can use them indoors or outdoors in virtually any light fixture.

### **What is ENERGY STAR?**

- You're probably familiar with the ENERGY STAR name but may not be familiar with exactly what it stands for.
  - ENERGY STAR is the symbol for energy efficiency. It is a voluntary, federally backed program to help consumers quickly and easily identify products that save money on their utility bills and that are easier on the environment.
  - Products that earn the ENERGY STAR label meet strict energy efficiency criteria set by the U.S. Environmental Protection Agency and the U.S. Department of Energy.
  - In addition to lighting, products in more than 35 different categories have earned the ENERGY STAR label, and the list continues to grow!

**Attachment G – Press Release**



**MEDIA CONTACT:**  
Holly Jensky, Hoffman York  
414-225-9552; hjensky@hyc.com

FOR IMMEDIATE RELEASE

**SAVE MONEY AND ENERGY WITH THE TWIST OF  
ENERGY EFFICIENT BULBS**

**KANSAS CITY, Mo. (September 12, 2006)** – Saving money and energy this year can be as simple as the twist of an ENERGY STAR<sup>®</sup> qualified compact fluorescent light bulb (CFL). It's a quick and easy solution to lowering utility bills in addition to saving energy and protecting the environment.

From Oct. 1 through Dec. 31, 2006, Aquila, the City of Independence Power & Light Department, Kansas City Power & Light, the Missouri Department of Natural Resources and the Midwest Energy Efficiency Alliance (MEEA) are encouraging Missouri residents to "Change the World" one light, one step at a time by replacing their home's five most frequently used light fixtures, or the bulbs in them, with ENERGY STAR qualified CFLs. In the average home, the most frequently used fixtures are: kitchen ceiling dome light, living room table lamp, living room floor lamp, bathroom vanity light and outdoor porch or post lamp. By making this change, a household can save more than \$60 a year in energy costs.

The program is being held in conjunction with the U.S. Environmental Protection Agency (EPA) and U.S. Department of Energy's (DOE) national "ENERGY STAR Change a Light, Change the World" campaign. Aquila, the City of Independence Power & Light Department, Kansas City Power & Light, the Missouri Department of Natural Resources and MEEA are helping Missouri residents make the simple switch to energy efficient lighting by offering \$2 instant rebates on ENERGY STAR qualified CFL purchases of six or less. With the instant rebates, the CFLs will sell for as little as \$0.99 each at select Ace Hardware and HyVee locations.

"Committing to change the world takes less time and energy than you might think. In fact, it can start with simply changing a light," said Wendy Reed of the ENERGY STAR program [at the US EPA].

-more-

“Aquila, the City of Independence Power & Light Department and Kansas City Power & Light are an important part of the ENERGY STAR Change a Light, Change the World community. Their commitment to helping us spread the word about ENERGY STAR and their dedication to bettering the environment for Missouri residents makes them a perfect partner for this program.”

Not only do ENERGY STAR qualified CFLs use up to 66 percent less energy than your typical incandescent light bulbs, but CFLs also offer superior performance by lasting up to 10 times longer than incandescent bulbs, making frequent changes of hard to reach light bulbs a thing of the past. You’ll be surprised how bright and warm the light is and how little time you will spend replacing the energy efficient CFLs.

Lighting products that earn the ENERGY STAR offer extra safety and convenience features. CFLs generate approximately 70 percent less heat than standard incandescent lighting, which means they are cooler to the touch while helping reduce household cooling costs at the same time. With the wide variety of CFL shapes, sizes and styles available, energy efficient lighting can be used throughout the home.

Most people want to do their part to help the environment, but don’t know where to start. Choosing ENERGY STAR qualified lighting for the home is a simple way to save time, energy and money, and help protect our environment for future generations.

For more information about the “Change a Light, Change the World” campaign, call 888-476-9548 or visit [www.mwalliance.org/cal2006](http://www.mwalliance.org/cal2006).

### **About Aquila**

Aquila serves more than 300,000 electric customers in Missouri. Based in Kansas City, Mo., the company provides electricity and natural gas service to nearly one million customers in Colorado, Iowa, Kansas, Missouri and Nebraska. More information is available at [www.aquila.com](http://www.aquila.com).

### **About Independence Power & Light**

Established in 1901, IPL is a non-profit, municipally owned electric utility serving the needs of more than 56,000 customers in Independence, Missouri. IPL maintains and operates 12 generating units, 15 major substations and more than 750 miles of power lines. For more information, visit [www.independencemo.org/pl](http://www.independencemo.org/pl).

**About Kansas City Power & Light**

Headquartered in Kansas City, Mo., KCP&L ([www.kcpl.com](http://www.kcpl.com)) is a leading regulated provider of electricity in the Midwest. KCP&L is a wholly owned subsidiary of Great Plains Energy Incorporated (NYSE: GXP), the holding company for KCP&L and Strategic Energy, L.L.C., a competitive electricity supplier.

**About the Missouri Department of Natural Resources**

The Missouri Department of Natural Resources preserves, protects, restores and enhances Missouri's natural, cultural, and energy resources and works to inspire their enjoyment and responsible use for present and future generations.

**About the Midwest Energy Efficiency Alliance**

The Midwest Energy Efficiency Alliance (MEEA) is a regional network of organizations collaborating to promote energy efficiency. MEEA's vision is to be a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy efficient technologies and promoting new technologies, products and best practices, including renewable energy.

**About ENERGY STAR**

ENERGY STAR was introduced by the U.S. Environmental Protection Agency in 1992 as a voluntary market-based partnership to reduce air pollution through increased energy efficiency. Today, with assistance from the U.S. Department of Energy, the ENERGY STAR program offers businesses and consumers energy efficient solutions to save energy, money and help protect the environment for future generations. More than 8,000 organizations have become ENERGY STAR partners and are committed to improving the energy efficiency of products, homes and businesses. For more information, visit [www.energystar.gov](http://www.energystar.gov).

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