
Arizona Public Service (APS) ENERGY STAR® Residential Lighting Program

Presented by
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APS – Phoenix, Arizona

2008 ENERGY STAR Lighting Partner Meeting
February 25, 2008



THE POWER TO MAKE IT HAPPEN®



Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

- Background
- Program Goals
- Promoting ENERGY STAR Lighting
 - Partnerships/Events
 - Marketing/Media
- Program Accomplishments and Results
- Looking Forward



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

APS is Arizona's largest and longest serving electric company, serving over 1.1 million customers. APS is the state's top producer of solar energy.

APS launched its ENERGY STAR Residential Lighting Program in October 2005 as part of a comprehensive portfolio of energy efficiency programs



INTRODUCING SOLANA.
ARIZONA'S LARGEST SOLAR GENERATION STATION.

On February 21, APS announced plans for the Solana Generation Station - a 280-megawatt concentrating solar power plant that, when completed in 2011, will be one of the largest solar plants in the world. When operating at full capacity, Solana will serve 70,000 Arizona homes.



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

a better tomorrow starts today



APS *Green Choice* Programs

- ENERGY STAR Lighting (CFLs)
- APS ENERGY STAR Homes
- AC Rebates
- Solutions for Business
- Solar Rebates
- Green Rates
- APS Energy Survey
- Energy Saving Tips



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APS GREEN CHOICE
A Better Tomorrow Starts Today

Green Choice campaign
“a better tomorrow starts
today”

Focuses on choices we
can make now to “change
their future”



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Changing to ENERGY
STAR qualified CFLs is a
key message



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Program Goals:

Encourage APS customers to switch to high-efficiency ENERGY STAR qualified CFLs

- education
- advertising and promotion
- outreach events
- partnerships with retailers
- incentives (upstream buydowns)
- year round lighting promotions
- positive customer experiences



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Educational Messages

- Use 75% less energy
- Save \$30 over life of bulb
- Last 10 x longer
- Cooler in summer



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

APS
SPECIAL PRICING ON EFFICIENT LIGHTING
BROUGHT TO YOU BY APS

See savings in a whole new light.

- Use 75% less energy
- Save up to \$25 in energy costs
- Last longer

SPECIAL PRICING PROVIDED BY APS
Visit aps.com for more information

APS
The Power to Make it Happen™

Approved by the Arizona Corporation Commission and Funded by APS Customers

APS DISCOUNTED CFLS AVAILABLE HERE

APS
The Power to Make it Happen™

Want to see real energy savings?

Lighting Fixture	Wattage	Estimated Annual Energy Cost*	Estimated Annual Energy Cost**
Incandescent 60W	60	\$4.50	\$1.50
Incandescent 75W	75	\$5.63	\$1.88
Incandescent 100W	100	\$7.50	\$2.50
Compact Fluorescent 13W	13	\$1.04	\$0.35
Compact Fluorescent 15W	15	\$1.25	\$0.42
Compact Fluorescent 18W	18	\$1.50	\$0.50
Compact Fluorescent 23W	23	\$1.88	\$0.63

* Based on 3 hours per day, 30 days per month, 12 months per year. ** Based on 3 hours per day, 30 days per month, 12 months per year. Savings based on 60W incandescent bulb.

See Savings in a Whole New Light

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See Your Home in a Whole New Light

Lighting is a key part of your home's energy and safety. APS Energy Star qualified compact fluorescent lamps (CFLs) can help you save energy and reduce your utility bills. See the benefits of energy-efficient lighting in your home. CFLs can save up to 75% less energy than incandescent bulbs.

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See savings in a whole new light.

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APS has partnered with local retailers and lighting manufacturers to bring APS customers discounted pricing on energy-efficient lighting.

To find a participating retailer, visit aps.com or call 800.752.7255.

APS ENERGY STAR® RESIDENTIAL LIGHTING PROGRAM

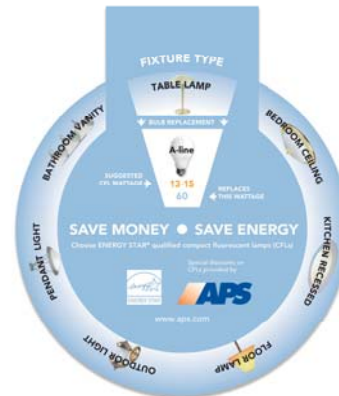
APS Energy Star qualified compact fluorescent lamps (CFLs) can help you save energy and reduce your utility bills. See the benefits of energy-efficient lighting in your home. CFLs can save up to 75% less energy than incandescent bulbs.

CFL PROGRAM ACHIEVEMENTS:

- The CFL program has saved APS customers over 100 million kWh of energy.
- APS has saved APS customers over 100 million kWh of energy.

LOOKING TO THE FUTURE:

- APS is committed to lead customers in energy-efficient lighting.
- APS is committed to lead customers in energy-efficient lighting.



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

APS
APS GREEN CHOICE
A Better Tomorrow Starts Today | MY ACCOUNT | APS SERVICES | MY COMMUNITY

a better tomorrow starts today

If just 15% of APS customers chose electricity made from renewable resources like wind and solar, that would reduce greenhouse gas emissions by 2.7 million tons every year.

You don't have to radically change your life to create a sustainable future. If we all do simple things, it's amazing the difference we can make.

By changing to CFL bulbs, solar energy, and high-efficiency air conditioning (AC) or taking part in other APS Green Choice Programs, we can do more than protect the environment. We can change the future of Arizona.

Rollover a program for more information

- [Energy Star® CFL Bulbs](#)
- [Solar Rebates](#)
- [AC Rebates](#)
- [APS Energy Star® Homes](#)
- [Green Choice Rates](#)
- [Business/Commercial Rebates](#)
- [APS Energy Survey](#)
- [Energy Saving Tips](#)
- [Corporate Responsibility Report](#)

APS Green Choice Products and Programs

CFL Light Bulbs

Compact fluorescent light bulbs are 75% more efficient than traditional bulbs and last 10 times longer. That's why APS has partnered with local retailers to lower the cost of CFLs.

Change their future

SEARCH **GO**

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Education on aps.com



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Program Advertising and Promotions

- Over 11.2 million placed and earned advertising impressions
 - Media channels include television, print (newspapers and magazines), radio and Web



THE ARIZONA REPUBLIC



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Promoting ENERGY STAR Qualified CFLs ! “Takin’ It To The Streets”



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program



TONS OF EVENTS!

Outreach events are vital to the success of the program.

Retail outreach events: weekly

Community outreach events: 1-2 per month

Seasonal special events



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program



Retail Events!!



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program



Partnering with local home improvement show.....

Rosie On The House

Live radio remotes at outreach events with program representation, during which customers call in with questions.



Earth Day and Change a Light events



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Taking the Message to the Hispanic Community

Hispanic Heritage outreach events
during September and October.

Partners include Univision,
The Hispanic Chamber of
Commerce and more.



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program



*Lighting Change Out At
CASS Homeless Shelter
October 3rd, 2007*



Change A Light, Change the World 2007

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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Community partnerships are a vital part of the program, including:

- *Rosie On The House/KTAR Radio*
- Bank of America
- Valley Forward
- Phoenix Mayor Phil Gordon
- The U.S. Department of Housing and Urban Development
- Arizona Commission for Indian Affairs
- APS' Renewable Division and other Green Choice Programs
- ENERGY STAR *Change A Light, Change the World* (DOE & EPA)
- The Housing Authority of Maricopa County
- Ronald McDonald House of Phoenix
- Arizona chapter of Mothers of Preschoolers
- Arizona educational system
- ASU
- City of Phoenix
- CASS
- Arizona Energy Office
- The Arizona State Legislature
- Arizona Corporation Commission
- Association of Energy Engineers



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Thanks to Our Retail Partners!...

The Program partners with 11 lighting manufacturers and more than 20 retailers with over 300 participating retail locations throughout the APS service territory.



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Program Accomplishments

Since the APS ENERGY STAR Lighting Program launched, more than 4.3 million CFLs have been sold.

CFLs Incentivized

- 2005 (3 months): 362,320
- 2006: over 1.3 million
- 2007: over 2.6 million



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Savings Achieved To Date

- 42 MW
- 243,217 Annual MWH
- 1,467,359 Lifetime MWH
- 1.7 Billion Lbs of Greenhouse Gas Reduction
- \$67.6 Million Net Benefits
- Over 106,000 homes powered for a year!



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Looking Forward

Add a CFL recycling and proper disposal component to the program to accommodate APS customers' concerns about mercury.

Educate consumers about mercury in CFLs and proper CFL disposal through

- customer outreach events
- marketing campaign/promotions

Partnerships with retailers, recycling facilities and household hazardous waste facilities



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Arizona Public Service (APS) ENERGY STAR Residential Lighting Program

Looking Forward

Filed program plan for 2008-2010

Increased program budget

Goal is 7.5 million CFLs in next 3 years

Build, maintain and develop relationships with customers and program partners

Keep Takin it To The Streets!



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Thank you

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