

EE Stakeholder Advisory Group
September 9, 2008
Residential Programs Update
Presenter: Bob King, CSG

General Overview

- Initial two programs launched (see more information below)
- Advertising/hiring of staff continuing
- Final program design activities nearing completion on the next two programs to be launched – Multifamily and Home Energy Performance (single family)
- Continuing work on remaining programs
- Assisting with Act on Energy website content

Lighting and Appliance Program

- MOU's signed with GE (Sam's Club) and TCP (Home Depot) for specialty CFL product on 8/4/08 for the period 8/15/08 – 10/4/08
- POP materials in 6 Sam's Clubs and 13 Home Depot stores by 8/11/08
- 49 retailer site visits to participating stores during the month to set up POP and monitor progress
- EFI mail order CFL availability initiated with 195 orders totaling 2,985 bulbs via on-line or toll free orders in July/August periods
- Fall lighting plan post quick launch

Refrigerator and Freezer Recycling Program

- Customer database loaded and toll free and on-line scheduling activated
- Facility located in Springfield, IL , initial truck acquired, staff hired
- Various customer communication materials completed and approved
- All customer inquiries forwarded by AIU contacted and all but 7 customers have been scheduled
- First pick-ups scheduled for 9/8/08

Program Challenges

- 1st Year budget caps: the relatively small budgets for the initial program launches in year one will require a delicate balancing act between making customers aware of program offerings, but not over stimulating demand
 - Over promotion of programs will lead to waiting lists and unhappy customers
 - Suspension of some programs for lack of funds would seriously hamper smooth operational transition into year two
- AIU service territory: the large geographic service territory which contains 700,000+ cooperative customers poses significant issues for market transformation focused programs such as the Lighting and Appliance Program