

2018 Efficiency Smart Residential Lighting Promotion

Background:

Efficiency Smart is American Municipal Power, Inc. (AMP)'s member service for energy efficiency. It is administered under contract with the Vermont Energy Investment Corporation (VEIC) and is based out of Columbus, Ohio. Since it was established in 2011, Efficiency Smart has provided energy efficiency services to 54 of AMP's 135 member utilities in three states. Utilities are able to subscribe at any time.

In the current 2017 promotion, the 24 retailers in 20 municipalities are on pace to sell more than 88,000 LED bulbs in nine months (April-December).

2018:

Efficiency Smart is planning on running a similar lighting promotion in 2018, with a total budget between \$100,000-\$180,000 spread throughout 20-30 different municipalities. **Lightbulbs will be ordered by and shipped directly to each partnering local retailer. Efficiency Smart will be invoiced for all ordered bulbs during the promotion, at a frequency determined by Efficiency Smart and the lightbulb manufacturer. At no point are the partner retailers fiscally responsible for any order of bulbs. Partner retailers have separate MOU with Efficiency Smart that calls out their responsibilities.** Partner retailers submit monthly sales reports to Efficiency Smart to ensure bulb sales and maintain adequate inventory levels. Each partner retailer has a specific yearly budget that cannot be exceeded unless granted permission by Efficiency Smart.

Request:

Please provide your 2018 pricing for the following bulb types (must be ENERGY STAR® Certified):

- Standard A-Type LED (dimnable & non-dimnable), single and multi-packs
- MR16 (or equivalent)
- BR30 LED (or equivalent)
- PAR38 LED (or equivalent)
- Decorative bulbs: candle, globe, candelabra

Along with pricing, please provide:

- Quantity of bulbs per case
- Minimum order requirements
- Additional charges beyond lightbulb cost
- Warehouse locations that serve Midwest and Eastern states, and the average shipping time from order being placed to delivery of product
- Requirements of retailers to order bulbs
- Name of current utility or energy efficiency partnerships

For questions and submittals, please contact:

Corey Bentine

Program Manager – Efficient Products

Efficiency Smart

1111 Schrock Road, Suite 201

Columbus, Ohio 43229

Direct: (614) 468-4930

cbentine@veic.org



Current Efficiency Smart Partner Retailers

- > Lucas Market – Beach City, OH
- > Main Street Ace Hardware – Bowling Green, OH
- > Belloni Foods – Brewster, OH
- > Ace Hardware – Columbiana, OH
- > Ace Hardware – Dover, OH
- > Kaiser Supermarket – Edgerton, OH
- > Liberty Farm, Home & Garden – Galion, OH
- > Applegates Pro Hardware – Georgetown, OH
- > Darby Land Lumber – Glouster, OH
- > Pease Warehouse – Hamilton, OH
- > Maggard's – Hamilton, OH
- > Hughes Pharmacy – Hamilton, OH
- > Jackson Center Pharmacy – Jackson Center, OH
- > Downtown Discount Grocery – Lakeview, OH
- > Kuenning's Western OH True Value – Minster, OH
- > Kurtz Ace Hardware – Napoleon, OH
- > Ace Hardware – Newton Falls, OH
- > Watson's Hardware – Oberlin, OH
- > Ace Hardware – Oberlin, OH
- > Moran Refrigeration – St. Marys, OH
- > Pantry Pride – St. Marys, OH
- > Ace Hardware – Versailles, OH
- > WS Bicksler Electric – Wadsworth, OH
- > Hometown Market – Wadsworth, OH
- > Farm & Home Hardware – Wellington, OH