

Efficiency Upgrades For Old Appliances

Appliance	Old Usage (kWh/yr)	Upgrade Type	New Usage (kWh/yr)	Savings (kWh/yr)	CL&P Rebate ⁵
Tank-Type Water Heater	6618 (Heavy) 3764 (Avg.)	<i>GFX Power Booster</i>	4368 2484	2250 1280	\$75
Tankless Water Heater	5338 (Heavy) 2484 (Avg.)	”	3088 1204	2250 1280	\$75
Several Lighting Fixtures	1168	<i>Energy Star</i>	292	876	\$500
Refrigerator	900	”	552	348	\$100
Clothes Washer	580	”	290	290	N/A
Computer	506	”	225	281	N/A
Air Conditioner	1659	”	1382	277	\$55 - \$85/ton
Dishwasher	700	”	503	197	\$100
Television	105	”	19	86	N/A

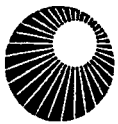
Notes: (1) Energy Star Appliance information from Smart Living Center, Newington, CT (www.smartliving-ct.com);

(2) GFX savings are for Models G3-60 or S4-60;

(3) GFX can triple the shower capacity of a tank-type water heater & double that of a tankless heater;

(4) Water heater usage/savings were averaged over 5 U.S. DOE Climate Zones. (See Tables & DOE Reports @ www.gfxtechnology.com/bundles.html & [Canadian Energuide/R-2000 Energy-Credits](http://www.CanadianEnerguide.com) link @ www.gfxtechnology.com;

(5) See “***Energy Star Homes New Construction Rebate Information***” below.



Connecticut
Light & Power

The Northeast Utilities System



Energy Star Homes New Construction Rebate Information

Connecticut Light and Power offers the following to help you build your Energy Star Home in CL&P service territory:

Free Energy Star Home Rating. All Energy Star Homes are rated on a 0-100 point energy usage scale. A score of 86 or better is what distinguishes an Energy Star Home from a conventional home. A passing Energy Star Report and participation in our program will qualify you for the following...

Fluorescent Lighting Fixtures. All Energy Star Homes are entitled to a rebate of up to \$500.00 or 10 fixtures, **whichever comes first**. These fixtures are available at local lighting retailers. Included in this rebate can be a continuous duty 1.5 sone (or lower) bath fan on a programmable 24 hour timer for ventilation. The unit must have a dedicated (pin based) compact fluorescent bulb to qualify for the rebate. *Those with screw in bulbs will not qualify.*

Refrigerator Rebate. Buy an Energy Star refrigerator for your newly constructed Energy Star home and you'll receive a \$100.00 rebate.

Dishwasher Rebate. Buy an Energy Star dishwasher for your newly constructed Energy Star home and CL& P will give you a \$100.00 rebate.

Hot Water Heat Recovery. Install a GFX hot water heat recovery device in an Energy Star Home with electric hot water and we'll give you a \$75.00 rebate.

Central Air Conditioning Rebate. Build an Energy Star Home with an Energy Star central air conditioning unit of SEER 12 and receive \$55.00 per ton or get \$85.00 per ton for SEER 13 or better. For a list of qualifying units, visit www.energystar.gov or ask the SmartLiving staff for help.

Please save your receipts and/or invoices. At the final inspection, an inventory of rebated items will be taken. All rebates will be mailed upon completion of the two required inspections of the newly constructed home. If your home does not pass the inspection, you will not receive rebates. Please work with the builder to make sure your home will be Energy Star qualified.

This offer is subject to change without prior notice. Please call 1-800-228-7764 for more information.

GFX Rebate Information @ Pages 9 & 10 Below From:

**State Of Connecticut
Department of Public Utility Control
The Connecticut Light and Power Company
And
The United Illuminating Company
2001 JOINT PROGRAMS
Conservation & Load Management Plan
Docket 01-01-14 January 15, 2001**

From:

<http://216.239.33.100/search?q=cache:Hj0sVxaCwg8C:www.state.ct.us/dpu/c/ecmb/2001jointprogs1-15-1.PDF+GFX+Rebate+CL%26P&hl=en&ie=UTF8>

**State Of Connecticut
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**JOINT PROGRAMS
Conservation & Load Management
Plan**

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Introduction to Joint Programs

In the final decision regarding Docket 99-10-18 the Department stated “Based on the foregoing the Department will require that [the companies] develop identical residential and small commercial and industrial programs in conjunction with [each other] for 2001. In addition, the Department will establish a goal of having CL&P and UI submit a joint conservation filing for the year 2002 programs.” In response to the Department’s requirement UI and CL&P (the companies) have worked diligently with the ECMB and the Board’s consultants to create identical programs. The companies are very pleased to submit to the Department the results of months of planning and development of identical programs. These thirteen (13) identical programs will provide services to residential, commercial, industrial, and special needs markets.

In response to requests by Department staff and in preparation of a joint conservation filing in 2002, the companies have prepared this single document of joint program descriptions. Budget information and Benefit/Cost analysis is intentionally absent. The budget and B/C information is unique to each utility and is included with the individual utility filing of company specific programs.

SmartLiving Catalog

Objective:

Over time, the goal of the SmartLiving™ Catalog is to transform the market for energy efficient lighting products and other earth friendly products. Specific objectives include the following:

- Work with manufacturers to increase the number of Energy Star fixtures available.
- Increase consumer purchases of energy efficient lighting fixtures.
- Provide a link between emerging products and retail distribution and a bridge to the SmartLiving Center.
- Educate consumers on the value of a wide range of energy-efficient products and services and, by so doing, influence current and future buying decisions.
- Support other market transformation initiatives by facilitating product introduction, consumer education, and trade ally support.
- Develop an energy efficiency ethic, especially among children.

Target Market:

All CL&P and UI residential customers, regardless of fuel type used for heating; builders; building officials; and other trade allies.

The catalog is designed to overcome market barriers, while appealing to the large segment of the residential market that shops either through catalogs or on the Internet instead of – or in addition to – shopping in stores.

Program Description: CL&P publishes a direct mail Catalog, updated twice a year, that offers energy efficient products at a substantial discount off the retail price. The catalog also features customer education; information on new technologies; other earth friendly, “healthy home” products and services; and promotion of other residential C&LM programs. Products can be ordered directly over the phone, by mail, or over the Internet. The Catalog includes activities for children that educate and inform them about energy efficiency while entertaining them.

New technologies are also introduced and featured in the SmartLiving Catalog, such as TumbleWash washing machines

and other Energy Star appliances, high efficiency HVAC systems, heat pump water heaters, and advanced lighting fixtures such as energy efficient table lamps. Equipment purchase or technology replacement inquiries generated by the “Featured Technology” section are referred by CL&P directly to appropriate retailers and/or manufacturers.

Marketing Strategy: Before the SmartLiving Catalog is issued and within the first few weeks of its arrival in mailboxes, it is promoted through a variety of channels, including print and electronic mass media. Bill inserts are used strategically throughout the year to reinforce the mailings of the Catalog and take advantage of seasonal events (start of heating season, holidays, etc.). It is also marketed through home and trade shows. A copy of the Catalog is provided as part of routine customer contact, and to participants in other C&LM programs. Builders, building officials, and other trade allies also receive the Catalog. CL&P customers can access the Catalog on the CL&P web site and receive education and information as well as place orders through the Internet. Plans are to provide this service for UI in 2001.

Incentive Strategy: Incentives are designed with the intention of increasing market penetration of energy efficient fixtures and bulbs and increasing the number of products that manufacturers produce. Incentives are also designed to align the prices that are offered in the SMARTLIVING Catalog with retail prices so that the amount a customer would pay through the SMARTLIVING Catalog would approach the amount for the equivalent lighting fixture that the customer might purchase at a retail establishment if coupons were applied.

Identical Program Issues: UI and CL&P have been jointly administering this program identically for the last year, and will continue to do so with increased involvement on the part of UI.

Measures of Success: Energy Savings.

SmartLiving Center

Strategic Initiative: To provide technical assistance, training, information and education to home owners and home buyers, home builders, architects, and designers in energy efficient building techniques and products in order to transform the home building/remodeling market over time.

Target Market: Residential new construction, remodeling, renovation, and equipment replacement markets. Key market actors include homeowners and home buyers, architects, builders, designers, and other trade allies. Other market actors include building officials, realtors, appraisers, and mortgage lenders.

Program Description: SmartLiving Centers serve as high-profile, centrally located facilities for training sessions and other special events. Training session subjects range from the Companies' program offerings and building code compliance, to featured technologies and remodeling design. Information regarding the financing and cost-effectiveness of energy efficiency projects are available. Specific project sessions target "do-it-yourself" homeowners.

The SmartLiving Center is open for typical retail hours and features hands-on, interactive displays/demonstrations of energy efficient appliances, technologies and new construction practices. The Companies' staff or contractors provide technical assistance and project design support.

The SmartLiving Center features the following facilities and programs:

- ENERGY STAR (and other) product displays and information;
- Participating retailer information;
- Information about participating in the ENERGY STAR Homes program and other C&LM programs;
- Energy and environmental reference library;
- Portable exhibits to support home shows;
- Demonstration rooms that resemble "your home";
- An education center for children;
- Good coffee, a friendly atmosphere, and "a one-stop resource for energy efficiency information and ideas."

- Smart Living Catalog purchasing center

Marketing Strategy:

The SmartLiving Center will be promoted through media such as radio and newspapers, cable TV, the Internet, trade publications, the SmartLiving Catalog, targeted mailing, bill boards, and trade shows and home shows.

Identical Program

Issues:

In 2001, UI will develop a center in its service territory. The Companies plan that this center will also be called a SmartLiving Center. CL&P will also explore opening a second Smart Living Center in 2001 in its service territory.

value and is verified by field inspections, as well as building air tightness as measured by a blower door test. In 2001, the Companies will establish rating practices that are consistent.

Incentives - The Companies offer incentives to program participants in order to overcome market barriers to participation.

Custom Builder Incentive - The Companies will offer developers and builders incentives that are based on builders' individual needs to build ENERGY STAR Homes.

Lighting - for each home the Companies will provide up to 10 free, hardwired, ENERGY STAR lighting fixtures, three of which can be high efficient, low some bath fan/light combinations, with a maximum total incentive of \$500. The bath fan/light combinations are an excellent way to help participants meet the program requirement of mechanical ventilation to insure adequate indoor air quality. Participants are free to purchase any of these fixtures from either their retail or wholesale provider or the SmartLiving Catalog. Purchases from this program can be combined with SmartLiving Catalog and other program purchases.

Appliances - The Companies will explore the concept of an "ENERGY STAR Kitchen", perhaps as a builder option, to encourage the installation of more energy efficient appliances. The Companies will offer the following incentives:

Refrigerators - \$100 Dishwasher - \$100

Domestic Hot Water - for each home the Companies will provide the following:

GFX Heat Recovery Coil - \$75 - This device when used in conjunction with an electric hot water heater can provide energy savings by capturing heat from home drain pipes.
Hot Shot HPWH - for each home that heats its water with an electric water heater, the Companies will provide this device (valued at \$1,000). The customer will be responsible for the installation charge (currently \$150 from CL&P's trained contractors). (The GFX incentive is available only for electric water heaters.)

Central Air-Conditioners - The Companies will provide \$55 or \$85 per ton for participants that install SEER 12 or SEER 13

A/C units. There may be an increase in the national efficiency standard which may necessitate a subsequent adjustment to program requirements.

HVAC Commissioning - During 2001, the Companies will investigate the costs and benefits of supporting such an offering.

Marketing Strategy: The Energy Star Homes program is marketed to generate both a "pull" for these homes through mass marketing to customers as well as a "push" to developers and builders through face to face contact.

Targeted marketing may include newspaper, magazine, electric bills, radio, and TV.

Face to face contact will be accomplished through agents of the Companies and involve presentations, field training and demonstration, home shows, and seminars at the SmartLiving Centers.

For the low-income sector, the Companies will develop relationships with public housing authorities, contractors who work in low-income housing construction, Habitat for Humanity and perhaps builders of manufactured housing in order to promote the program and overcome the initial identified barriers.

Incentive Strategy: Incentives are designed with the intention of overcoming market barriers by increasing the awareness of the benefits of ENERGY STAR Homes among consumers, builders, lenders, realtors and other market players; by increasing the number of builders who are qualified to build ENERGY STAR homes, and increasing the market share for the ENERGY STAR Homes Program. The program offers various incentives for the purchase and installation of ENERGY STAR qualifying appliances such as refrigerators, dishwashers, lighting and bathroom ventilation fans. There are also incentives for GFX Heat Recovery Coil, and per ton incentives for SEER 12 and SEER 13 Central Air Conditioners. In addition, the program currently provides the HERS certification to Energy Star qualifying homes.

Identical Program: Please see program description and marketing above