

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 25**

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Response Due: July 10, 2008
Information Requested By: Jennifer Easler
Date Responded: July 10, 2008
Author: Lisa Pucelik
Author's Title: Product Manager
Author's Telephone No.: (319) 786-4283
Subject: Residential Programs – Efficient Lighting

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Are there any additional opportunities to promote greater CFL installations that were considered but not included in the proposed programs? Does IPL believe that all cost-effective opportunities to capture CFL savings have been included in the program designs?

Response

IPL continues to pursue all viable options for the adoption of CFL's. Recently, IPL in conjunction with a Rural Electric Cooperative researched the option of an in-store, instant rebate that does not require the completion of a coupon by the customer. If this buydown approach is utilized it would occur as a pilot with a limited number of stores. Discussions with potential retail participants have begun and a promotion of this nature could potentially occur in early 2009.