

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 36**

Docket Number: EEP-08-1
Date of Request: July 2, 2008
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 Rebate Program – CFL Fixtures v. Screw-based

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- A. What benefits do CFL fixtures provide over screw-based CFLs?
- B. Does IPL believe that effort spent on promoting CFL fixtures is more effective than promoting screw-based CFLs? Please provide supporting documentation and analysis for response.
- C. Is it worth the effort to try and convince retailers to make shelf space for a duplicate line of fixtures (their standard line which could accept screw-based CFLs and a new fluorescent line) rather than simply promoting screw-in CFLs? Please provide supporting documentation and analysis for response.

Response

- A. A primary feature of ENERGY STAR® CFL fixtures is the requirement that the light must utilize a pin type bulb. The savings for these pin type bulbs are equivalent to screw-in CFL's. The main benefit is the persistence of savings. The customer may not replace the pin type light with a standard incandescent bulb.
- B. IPL believes that one of the strengths of its Energy Efficiency Plan is the wide range of programs and opportunities for customers to implement energy efficiency measures. Customer choice and variety is crucial for the successful implementation of programs and goal achievement. To this extent, IPL's prescriptive rebate programs provide rebates on a wide variety of measures to allow the customer to adopt the most appropriate technology for their home.

Although all prescriptive measures are promoted throughout the year, the promotional dollars expended by measure are not necessarily equal. A key

finding from the Joint Assessment of Potential Study is that on average, single-family homes in the investor-owned utilities' service territories in Iowa have 55 light sockets. Overall, approximately 66 percent of those homes have at least one CFL, with an average of 2.2 bulbs installed per home. These results indicate that significant CFL market potential remains in Iowa, therefore IPL intends to aggressively promote the purchase of CFL's.

- C. IPL objects to OCA data request 36 part C in so far as it assumes facts not in evidence. Notwithstanding its objection, IPL states the following:

IPL has offered rebates for several years on ENERGY STAR fixtures, and will continue to work with retailers to ensure that energy efficient equipment is allocated the necessary shelf space whenever possible. IPL notes however, that when conducting an impromptu walk-thru at local big box stores, Lowes and Homes Depot, both stores did have shelf space for both CFL fixtures and screw-based CFL fixtures.