

Appendix E: Marketing Examples



400 S. Tryon St.
ST2483-17 | Charlotte, NC 28202

<first name> <last name>
< Customer Address >
<Customer City State Zip >

Dear <first name> <last name> ,

Time. Money. Energy. Who wants to waste things like that? Now Duke Energy offers a way to help you save all three!

Bright ideas to save energy and money: You already know that Compact Fluorescent Light (CFL) bulbs can last up to 10 times longer than "old school" incandescent bulbs ... and consume less than one quarter of the electricity. But did you know that Duke Energy offers more than 15 varieties of CFL and Light Emitting Diode (LED) bulbs at discounts of up to 92% off?



Save time: Oh, forget about driving to a store and waiting in line to pay. Shopping online from a trusted source, with home delivery, is quick and convenient.

Just visit www.Duke-Energy.com/GreatDeals, log-in to visit the store, get some application advice using the "shopping assistant", then make your selection and check out. Your bulbs will be delivered to *your door*. We call this the **Duke Energy Savings Store** – you'll call it a *good use of your time, money and energy*.



Don't make us ask what you're waiting for – see what's waiting for you! For easy online access, *here is your account number:*

<Account number >

...or use your home phone number to log-on.

Check out the enclosed flyer and the online store for yourself.


Lari Granger
Product Manager

Figure 52. Direct Mail Letter Example

Did you know?

Watts measure energy used, not brightness. But the new generation of bulbs (CFLs and LEDs) are measured in lumens, which tells you how bright a bulb is. Here are a few comparisons to get you used to thinking in lumens:

WATTS	VS.	LUMENS
40		450
60		800
75		1,100
100		1,600

Get bulbs that use less energy, for less money, delivered to your door.



Always recycle your CFLs. To find out why, how and where, visit 1.usa.gov/1bD7SwV

Go to duke-energy.com/BulbShop

Duke Energy Savings Store is available online to eligible Duke Energy residential customers in NC, SC, OH, and KY. Products, prices, availability, specifications, and offers are subject to change without notice. Duke Energy, 626 South Church Street, Charlotte, NC 28202. www.duke-energy.com/eStore. Publication number: eStoreDInsert1Q2014



Get better bulbs at the best prices

when you shop the online
Duke Energy Savings Store.



Figure 53. Insert Example (Front)

A wide variety of energy-saving bulbs are just a click away.

Here's just a sampling of what's in store. But we're always adding new bulbs, so check back regularly.

REFLECTOR



Directional beam of light
About as bright as: 60w incandescent
But uses only: 14 watts
And lasts: 8,000 hours
Everyday retail: \$6.00
But you pay: \$0.83 per bulb

CANDELABRA



For smaller fixtures
About as bright as: 25-40w incandescent
But uses only: 9 watts
And lasts: 8,000 hours
Everyday retail: \$5.45
But you pay: \$1.54 per bulb

3-WAY SPIRAL



As bright as you want
About as bright as: 100w incandescent
But uses only: 33 watts
And lasts: 10,000 hours
Everyday retail: \$9.25
But you pay: \$3.78 per bulb

FEATURED
DEAL

LED CAPSULE



Even more efficient and longer lasting
About as bright as: 60w incandescent
But uses only: 11 watts
And lasts: 25,000 hours
Everyday retail: \$19.99
~~But you pay: \$12.00 per bulb~~
Now only: \$0.95 per bulb

OUTDOOR REFLECTOR



Stands up to the weather
About as bright as: 90w incandescent
But uses only: 23 watts
And lasts: 8,000 hours
Everyday retail: \$6.75
But you pay: \$1.82 per bulb

GLOBE



Vanity replacement
About as bright as: 60w incandescent
But uses only: 14 watts
And lasts: 8,000 hours
Everyday retail: \$5.50
But you pay: \$1.30 per bulb

CAPSULE



Affordable bestseller
About as bright as: 50w incandescent
But uses only: 14 watts
And lasts: 8,000 hours
Everyday retail: \$3.80
But you pay: \$1.41 per bulb

LED REFLECTOR



LED efficiency for directional use
About as bright as: 60w incandescent
But uses only: 13 watts
And lasts: 25,000 hours
Everyday retail: \$31.99
But you pay: \$20.95 per bulb

► Visit duke-energy.com/BulbShop to view our entire selection and find the best deals.
Have your account number handy to make accessing the store easier.

Figure 54. Insert Example (Back)

Don't know much about CFLs and LEDs?

Shop Now!



Education

Promotions!

Resources

No problem. There's a shopping assistant feature in the Savings Store designed to educate you on each bulb type. It can also help you decide which bulbs are right for all the different fixtures inside and outside of your home.

Everything you need to make the switch to more efficient lighting is just a click away at duke-energy.com/NewBulbs



Choose either \$5 flat-rate shipping or free shipping on orders of \$25 or more.

<From now until January 15, 2015>

Duke Energy Savings Store is available online to eligible Duke Energy residential customers in NC, SC, OH, and KY. Products, prices, availability, specifications, and offers are subject to change without notice. Maximum purchase limits apply. Duke Energy, 400 South Tryon Street, Charlotte, NC 28202. www.duke-energy.com/Store © Duke Energy, 2014.

DUKE ENERGY.
ST24A | 400 South Tryon St.
Charlotte, NC 28202-1802

Presorted
Standard
U.S. Postage
PAID
Duke Energy

Stay merry and bright with 70-bulb LED light strings



Available in white or multi-color.

Order while supplies last

<John Q. Sample>
<1234 Main St.>
<Anytown, NC 12345-6789>

Always recycle your CFLs. To find out why, how and where, visit duke-energy.com/CFLRecycling



Out with the old.



Save with the new.

*Incandescent bulbs are on the way out.
Get deep discounts on these efficient alternatives.*

Figure 55. Mailer Example (Front)

Phase into energy-saving CFLs and LEDs for up to 92 percent off retail.

Standard incandescent bulbs are no longer made in or imported into the U.S. But today's CFLs and LEDs are ready to take their place. They last up to 25 times longer and are up to 80 percent more efficient. And now you can buy them at remarkably reduced prices at the Duke Energy Savings Store, online or by phone.

Deep discounts are just a click away, at duke-energy.com/NewBulbs
Or by phone at 866.849.9704

Got questions? Just click the Frequently Asked Questions button along the way.



Keep your account number handy to access these offers:

<1234567890>

- = LED bulbs
- = CFL bulbs

For this holiday season try our energy-saving LED light strings

Available in 70-light strings with either white or multi-color bulbs while supplies last.

(#R1100.1120)
Capegen 3.1w Multi-Color String
Retail \$16.99 you pay: \$14.95

(#R1100.1120)
Capegen 3.1w Multi-Color String
Retail \$16.99 you pay: \$14.95

Bulbs shown are not a standard size

Each 24" string consists of 70, C6 bulbs using 3.4 watts per string.



(#R1100.784)
TSP 625 Globe CFL
Same as 60w, only uses: 14 watts
Retail: \$3.50, you pay: \$1.30



(#R1100.750)
TSP 625 Globe CFL
Same as 60w, only uses: 8 watts
Retail: \$5.50, you pay: \$1.30



(#R1100.9271)
MaxLite A21 Capsule CFL
Same as 75w, only uses: 18 watts
Retail: \$6.95, you pay: \$3.81



(#R1100.790)
TSP A19 Capsule CFL
Same as 60w, only uses: 14 watts
Retail: \$7.80, you pay: \$1.41



(#R1100.156)
Philips LED A Lamp Dimmable Capsule
Same as 60w, only uses: 11 watts
Retail: \$14.95, you pay: \$4.95



(#R1100.7701)
TSP Dimmable Springway CFL
Same as 100w, only uses: 23 watts
Retail: \$9.90, you pay: \$2.35



(#R1100.187)
Philips LED A Lamp Dimmable Capsule
Same as 60w, only uses: 7 watts
Retail: \$4.95, you pay: \$4.95



(#R1100.8172)
TSP LED A Lamp Dimmable Capsule
Same as 60w, only uses: 10 watts
Retail: \$10.95, you pay: \$3.95



(#R1100.8564)
TSP LED A Lamp Capsule
Same as 60w, only uses: 10 watts
Retail: \$12.95, you pay: \$3.95



(#R1100.823)
MaxLite T3 Tri-Base Spiral CFL
Same as 100w, only uses: 30 watts
Retail: \$8.25, you pay: \$3.78



(#R1100.296)
CREE 9.5w A Lamp Capsule
Same as 60w, only uses: 8.5 watts
Retail: \$9.97, you pay: \$2.87



(#R1100.290)
CREE 4.1w A Lamp Capsule
Same as 40w, only uses: 6 watts
Retail: \$9.97, you pay: \$2.87



(#R1100.650)
TSP 625 Reflector CFL
Same as 60w, only uses: 14 watts
Retail: \$6.00, you pay: \$4.48



(#R1100.640)
TSP PAR38 Outdoor Reflector CFL
Same as 90w, only uses: 23 watts
Retail: \$6.75, you pay: \$1.81



(#R1100.312)
MaxLite 8.6w Floodlight Reflector CFL
Same as 75w, only uses: 23 watts
Retail: \$8.90, you pay: \$4.23



(#R1100.658)
TSP BR30 Reflector CFL
Same as 60w, only uses: 14 watts
Retail: \$6.00, you pay: \$4.83



(#R1100.0173)
TSP G118 LED MR16 Reflector
Same as 30w, only uses: 7 watts
Retail: \$16.95, you pay: \$7.50



(#R1100.973)
Philips PAR38 Flood Reflector LED
Same as 40w, only uses: 8 watts
Retail: \$22.95, you pay: \$10.95



(#R1100.630)
TSP E26 BR30 Reflector LED
Same as 60w, only uses: 10 watts
Retail: \$2.95, you pay: \$5.75



(#R1100.607)
GE BR30 Dimmable Flood Reflector CFL
Same as 60w, only uses: 15 watts
Retail: \$15.95, you pay: \$7.95



(#R1100.910)
Cree CFL Downlight Module Reflector LED
Same as 60w, only uses: 8.5 watts
Retail: \$38.75, you pay: \$29.25



(#R1100.9221)
Philips AirMax BR30 Reflector LED
Same as 60w, only uses: 8.5 watts
Retail: \$15.95, you pay: \$5.95

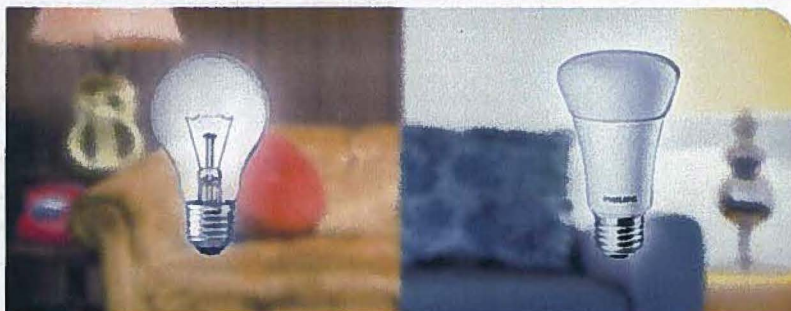


(#R1100.149)
Foil Flame Tip Compact Fluorescent CFL
Same as 25w, only uses: 7 watts
Retail: \$5.25, you pay: \$1.84



(#R1100.750)
TSP CompactFluoro 100w Tri-Base CFL
Same as 25w, only uses: 8 watts
Retail: \$5.45, you pay: \$1.54

Figure 56. Mailer Example (Back)



Out with the old.

In with the new.

Incandescent bulbs are phasing out. But you can phase into energy-saving CFLs and LEDs for up to 92 percent off retail.

Start saving now

You may have heard that, as of January 1, standard incandescent bulbs will no longer be made in or imported into the U.S. But don't worry – today's CFLs and LEDs not only are up to 80 percent more efficient than the old bulbs, they also last up to 25 times longer too.

Get the best deals on a wide variety of ENERGY STAR® certified bulbs for the different fixtures in and around your home at the online Duke Energy Savings Store.



From now until April 15, we have two great shipping offers:

\$5 flat-rate shipping

— OR —

Free shipping on orders of \$25 or more

Visit the Duke Energy Savings Store

Save up to 92% off a wide variety of energy-saving light bulbs!



Duke Energy Storm on Twitter

Follow us for severe weather tips and restoration updates.



Duke Energy Storm on Facebook

Get the latest storm, outage and safety information in your news feed.



youility™ on Facebook

Discover new ways to save energy and money at home.

[Update Your Subscriptions](#) | [Unsubscribe](#) | [Privacy Policy](#) | www.duke-energy.com

Share this on:

Duke Energy | 550 South Tryon Street | Charlotte, NC 28202

Figure 57. HTML Email Example

Get bulbs that are much
more green.



For much less green.

CFLs and LEDs – for up to 92 percent off retail.

At the online Duke Energy Savings Store, you'll find a variety of name brand, ENERGY STAR® certified light bulbs for the different fixtures in and around your home – at prices that can't be beat. So, what are you waiting for? Shop now at duke-energy.com/BestBulbDeals



Figure 58. Newspaper Ad



526 S. Church St. — EC22A
Charlotte, NC 28202-1802

<January 20, 2014>

<Recipient's Full Name>
<Recipient's Company Name>
<Street Address>
<City, State, ZIP>

Dear <customer name> ,

Welcome to Duke Energy. As your new energy service provider, we're always looking for ways to help you save energy and money. Energy-efficient lighting is a simple and easy way to do both.

Compact fluorescent light (CFL) bulbs use up to 75 percent less energy than standard incandescents and last up to 10 years, which means changing a single bulb can save you more than \$40 over the lifetime of that bulb.

But why stop at one?
Especially when you can get up to 15 CFLs from us for free.

That's right. Request your free CFLs, and we'll even deliver them right to your door for free. No strings attached.

Order your free standard CFLs today.

Visit duke-energy.com/NewCustomerCFLs or call 1.800.943.7585 (and select option 1).

Here's your account number to make accessing these deals even easier:

<acct. number>



And save up to 92 percent on specialty bulbs.



The online Duke Energy Savings Store offers a variety of energy-saving bulbs at the very best prices. We offer ENERGY STAR®-certified, name-brand specialty bulbs for the different fixtures inside and outside your home – at up to 92 percent off retail.

Shop now at
duke-energy.com/BulbSavings

Happy savings,

P.S. Always recycle your CFLs. To find out why, how and where, visit 1.usa.gov/1bD7SwV

Figure 59. New Customer Letter

Appendix F: Website Screen Images

Because the Duke Energy Savings Store is only accessible to verified Duke Energy customers the following images are shown to provide a sampling of some of the website's features. Additional images are shown throughout the *Duke Energy Savings Store Website* portion of the Management Interviews section of this evaluation.

DUKE ENERGY Savings Store
energy-saving discounts for Duke Energy residential customers

order questions/support
click or call for assistance
phone: 866.849.9704

efi

Home Logoff | My Account | Cart | Checkout

SEARCH
Advanced Search

BRANDS
Please Select...

ITEMS
Candelabra
Capsules
Globes
Reflectors
Spirals
Additional Items

SUPPORT
FAQs
Shipping & Returns
Privacy Notice
Contact Us
Package Tracking

When it comes to the best deals on energy-saving bulbs, we deliver.

Candelabra
Capsule
Globe
Reflector
Spiral

NEED HELP?
Savings Calculator
Add up the benefits
More Resources

Let your energy-saving bulbs do what they were born to do.
Watch the video

Get free shipping on orders over \$25 or \$5 flat rate shipping on small orders through January 15, 2015

This Philips LED capsule
Now only \$4.95
That's more than 50% off retail!
Buy this bulb

Save 7.3% on this outdoor flood light.
Now only \$1.61
Get this deal

Why save energy?
Watch the video

Wednesday 31 December, 2014

Products offered have been selected through a competitive bidding process and are subject to change at Duke Energy's discretion. Prices are also subject to change without notice.

These energy-saving offers are available to Duke Energy customers in North Carolina.

© Energy Federation Incorporated

Energy Federation (EFI)
Southborough, Massachusetts
866.849.9704
customerservice@efi.org

GREEN Certified Site

Figure 60. Savings Store Home Page

Lighting Benefits

As you shop on this site, consider how your purchases will affect your electric bill and impact the environment. Here are some benefits from energy-efficient lighting:

- **They save energy.** These bulbs typically use 75% less energy to produce the same brightness.
- **They last longer.** CFLs last about 10 times longer than incandescents, or roughly 10,000 hours. LEDs last about 25,000 hours, potentially up to 25 years.
- **They help the environment.** If every U.S. household replaced an incandescent with a CFL, the energy saved would light three million homes and prevent greenhouse gas emissions equivalent to taking 800,000 cars off the road.
- **They reduce waste.** Using energy efficient bulbs reduces the number of incandescent bulbs that wind up in landfills.

For savings information about your bulbs, click the "Estimated Savings" tab. You'll see the energy that would be saved, the amount of CO₂ emissions that would be avoided and the potential savings to your pocketbook over the course of a year. Of course, these are just average gains based on certain criteria. Savings will vary based on actual use and electric rates in your state.

Need A Flame Tip

Caution

The flame tip glass compact fluorescent light (CFL) bulb is suitable for customers requiring a decorative bulb where a lot of light is not needed. This 5 watt bulb is roughly equivalent to a 25 watt incandescent light bulb. It is suitable for use in a decorative flame bulb.



Energy Savings	CO ₂ Emissions	Annual Savings
10.0 kWh	1.0 lbs	\$1.00
Annual Electricity Savings		25.0 kWh/yr
Annual Carbon Dioxide Savings*		2.0 lbs/yr
Annual Dollar Savings*		\$1.00
Expected Product Life		8.3 years

* Based on EIA average coefficient of 1.21 pounds per kWh and an electric rate of 12 cents per kWh. Reduction savings are very dependent upon actual use and impact of electricity.

Notes:
The assumptions used include the following:
- Monthly Usage: The product耗量 used in these calculations are intended to represent the actual consumption.
- Installation: To be correct, the actual use is more or less than the figure for the estimated due actual amount that savings will be affected, but this provides a general idea for comparison. The formula for calculating the actual savings that would be:
$$\text{Annual kWh} = \text{usage} \times (\text{rate per kWh} - \text{EER} / 1000)$$

- Carbon Dioxide Savings: Carbon dioxide (CO₂) is one of a number of gases emitted into the atmosphere from fossil fuel-burning energy-generating plants. Carbon dioxide is a greenhouse gas (GHG), contributing to global warming. The EER (energy efficiency ratio) is multiplied with electricity use and varies depending on the type of fuel used to generate the electricity. Other US and foreign gas power plants of coal or natural gas, hydroelectric, nuclear, wind, geothermal, biomass, and solar.
- Dollar Savings Rate: The savings rate is based on the rate reported by the US Energy Information Administration under your local utility. (Source: EIA - 2007)

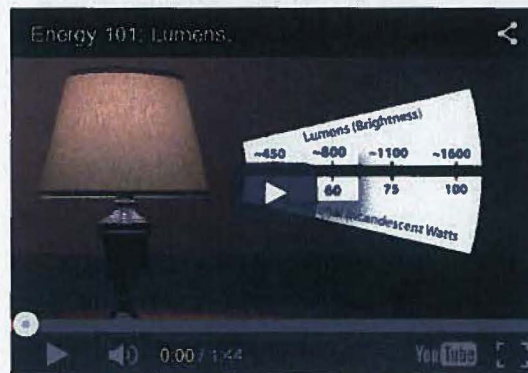
Every product page has an Estimated Savings tab with energy and money savings information.

Figure 61. Lighting Benefits Explanation

About Brightness

When switching to energy-efficient bulbs, you should know the difference between watts and lumens, which measure two completely different things. Lumens are a unit of brightness. The more the lumens, the brighter the light. Consumers have typically referred to watts to gauge brightness, but watts actually measure the energy used. The chart below shows the wattage of commonly used incandescent bulbs and the equivalent wattage generated by energy-efficient CFLs and LEDs, which use 75 percent less energy.

Video source: U.S. Department of Energy



Incandescent Bulb (Watts)	Brightness (Lumens)	ENERGY STAR® (Watts)
25	250	4 to 9
40	450	9 to 13
60	800	13 to 15
75	1,100	18 to 25
100	1,600	23 to 30
125	2,000	22 to 40
150	2,600	40 to 45

Figure 62. Brightness Explanation

Recycling and Safety

Where can I recycle CFLs?



Unlike incandescents, which end up in landfills when thrown away, CFLs can - and should - be recycled. Many local governments collect CFLs as part of their hazardous waste collection programs. Many home improvement stores - Home Depot, Lowe's and Ace Hardware - and other retailers also offer convenient recycling programs at no cost. For more information about how and where you can recycle CFLs, please visit this U.S. Environmental Protection Agency (EPA) site.

Are CFLs safe?



All CFLs contain a trace amount of mercury, typically fewer than 3 mg - which would just about cover the tip of a ballpoint pen. Compare that with older thermometers, which contained about 500 mg of mercury, which is a highly toxic element. When a CFL no longer works, you should recycle it properly since it's illegal in many communities to throw away such bulbs in your trash.

What if a CFL breaks?



If a CFL breaks, mercury is released as a vapor that can be inhaled or as a fine powder that can settle in a surface, such as a carpet. You need to take certain steps to avoid or lessen the potential harm from a shattered bulb. For instructions on how to properly dispose of a broken CFL, please visit this EPA site.

What if the CFLs I receive in the mail are broken?




It's rare you would receive any broken CFL bulbs - given the cushioning used in the package - when they arrive. If you do, we advise you to place the package containing the broken bulbs in a plastic bag and dispose of it in the trash. It's likely the mercury has already dissipated by the time the package reaches you. For more information, please contact us.

Figure 63. Recycling and Safety Explanation

Application Types

Track Lighting	Recessed Lights	Table and Floor Lamps	Pendant Lights	Wall Sconces	Mounted Ceiling Lights	Vanity Lights
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Track Lighting

Fixtures are attached along a continuous track, which can be mounted on ceilings or walls. They can focus light on an area or item or provide general illumination.

Bulb Option:

Reflector
Emits directional light that can be focused in different concentrations depending on the bulb style.

[Shop for reflector bulbs](#)

Figure 64. Application Types Explanation

Dimmable Spirals



Dimmable compact fluorescents tend to dim well with mechanical slide and rotary controls, but less so with electronic dimming controls, programmable controls, and remote controls. These special bulbs should not be screwed into "hot" sockets; so be sure to turn off power to the socket before installation of the bulb. Finally, dimmable fluorescents will generally not light when the dimming control is at less than full power. Turn the control to full power, turn on the switch, and then dim the fluorescent to the desired level.

Purchase Limit for this Category: 6 incented CFL dimmable spirals.



TCP Dimmable SpringLamp

Watts: 23
Lumens: 1,500
Life: 12,000 hours



PRICE BREAKDOWN

Retail: \$8.30
Savings Store: \$6.75
Duke Incentive: \$4.40
You Pay: \$2.35

~~\$6.75~~
\$2.35

Figure 65. Bulb Category Description Page



TCP Dimmable SpringLamp

This TCP 23 watt Dimmable SpringLamp® is designed for general use around the home. This bulb is a suitable replacement for a 100 watt incandescent light bulb. This lamp is dimmable down to 20%, and UL approved for enclosed fixtures. Intelligent circuit design automatically turns bulb off at a preset position to avoid low-end flicker. End-of-life circuit design meets EURO IEC and UL standards, shutting the bulb off automatically if it senses any lamp starting issues or end of life conditions.

Program Pricing	Estimated Savings	Product Specifications	Installation Instructions
Retail: \$8.30 Savings Store: \$6.75 Duke Incentive: \$4.40 You Pay: \$2.35			

Displaying 1 to 2 (of 2 products) Result Pages: 1

PART #	ITEM NAME	PRICE	AVAILABLE	
R1100.7701	 TCP 23 watt Dimmable SpringLamp 1-Pack (incented)	\$6.75 \$2.35	6826	<input type="text" value="1"/> <input type="button" value="add to cart"/>
R1100.7701_2	 TCP 23 watt Dimmable SpringLamp 2-Pack (incented)	\$13.25 \$4.45	3399	<input type="text" value="1"/> <input type="button" value="add to cart"/>

Displaying 1 to 2 (of 2 products) Result Pages: 1




Figure 66. Bulb Description Page - Pricing

TCP Dimmable SpringLamp

This TCP 23 watt Dimmable SpringLamp® is designed for general use around the home. This bulb is a suitable replacement for a 100 watt incandescent light bulb. This lamp is dimmable down to 20%, and UL approved for enclosed fixtures. Intelligent circuit design automatically turns bulb off at a preset position to avoid low-end flicker. End-of-life circuit design meets EURO IEC and UL standards, shutting the bulb off automatically if it senses any lamp starting issues or end of life conditions.

Program Pricing
Estimated Savings
Product Specifications
Installation Instructions

Make the Switch ...	Old Technology	New Technology
Electric Demand	100 watts	23 watts
Utilization	3 hours per day	3 hours per day
Annual Use	109.5 kilowatt hours	25.1 kilowatt hours
Annual Electricity Savings		84.4 kilowatt hours
Annual Carbon Dioxide Savings*		104.6 pounds
Annual Dollar Savings**		\$7.51
Expected Product Life		9.1 years

* Based on CO2 emission coefficient of 1.24 pounds per kWh and an electric rate of 8.9 cents per kWh. Individual savings will vary based upon actual use and source of electricity.

Figure 67. Bulb Description Page - Savings (part 1)

MORE INFORMATION

The assumptions used include the following:

Electric Demand
The product wattages used in these calculations are intended to represent the actual consumption.



Utilization
To the extent that your actual use is more or less than the hours per day referenced your annual kilowatt hour savings will be different, but this provides a common time frame to use for comparison. The formula for calculating your actual kilowatt hour usage is below:

$$\text{Annual kWh} = \text{watts} \times (\text{hours per day} \times 365) / 1000$$

Carbon Dioxide Savings
Carbon dioxide (CO₂) is one of a number of gases emitted into the atmosphere from fossil fuel-fired electric power plants. Carbon dioxide is a greenhouse gas contributing to global warming. The CO₂ emissions associated with electricity use will vary depending on the type of fuel used to generate the electricity. Coal, oil, and natural gas power plants all result in increased atmospheric carbon dioxide, though to different degrees. [\(more info\)](#)

Dollar Savings Rate
The electric rate is used is based on data reported by the US Energy Information Administration and/or your local utility. [\(more info - pdf\)](#)



Displaying 1 to 2 (of 2 products) Result Pages: 1

PART #+	ITEM NAME	PRICE	AVAILABLE	
R1100.7701	 TCP 23 watt Dimmable SpringLamp 1-Pack (incented)	\$6.75 \$2.35	6826	<input type="text" value="1"/> <input type="button" value="add to cart"/>
R1100.7701_2	 TCP 23 watt Dimmable SpringLamp 2-Pack (incented)	\$13.25 \$4.45	3399	<input type="text" value="1"/> <input type="button" value="add to cart"/>

Displaying 1 to 2 (of 2 products) Result Pages: 1

Figure 68. Bulb Description Page - Savings (part 2)

TCP Dimmable SpringLamp



This TCP 23 watt Dimmable SpringLamp® is designed for general use around the home. This bulb is a suitable replacement for a 100 watt incandescent light bulb. This lamp is dimmable down to 20%, and UL approved for enclosed fixtures. Intelligent circuit design automatically turns bulb off at a preset position to avoid low-end flicker. End-of-life circuit design meets EURO IEC and UL standards, shutting the bulb off automatically if it senses any lamp starting issues or end of life conditions.

Program Pricing Estimated Savings **Product Specifications** Installation Instructions



- Input Power: 120 volts AC
- Power Consumption: 23 watts
- Light Output: 1,500 lumens
- Efficacy: 65.2 lm/w
- Length: 4.9 inches
- Diameter: 2.4 inches
- Rated Life: 12,000 hours
- Color Temperature: 2,700 degrees Kelvin
- Color Rendering: 82 CRI
- Maximum Operating Temperature: 140 degrees F
- Dimmable: Yes
- Manufacturer Residential Warranty: Limited 24 Month
- Base Type: E26 medium screw base
- UL listed: Yes
- RoHS Compliant: Yes
- Origin: China

Note: This lamp should not be used outdoors where it would be exposed to the elements. Use only with photocells, motion detectors, and electronic timers that are suitable for use with compact fluorescent light bulbs. This lamp contains mercury. Please recycle at the end of its life.

Displaying 1 to 2 (of 2 products) Result Pages: 1

Figure 69. Bulb Description Page - Specifications

TCP Dimmable SpringLamp




This TCP 23 watt Dimmable SpringLamp® is designed for general use around the home. This bulb is a suitable replacement for a 100 watt incandescent light bulb. This lamp is dimmable down to 20%, and UL approved for enclosed fixtures. Intelligent circuit design automatically turns bulb off at a preset position to avoid low-end flicker. End-of-life circuit design meets EURO IEC and UL standards, shutting the bulb off automatically if it senses any lamp starting issues or end of life conditions.

Program Pricing	Estimated Savings	Product Specifications	Installation Instructions
-----------------	-------------------	------------------------	---------------------------

Prior to installing this light bulb, turn power off to the socket at the switch. If it had previously been on allow the existing light bulb to cool. Unscrew the existing light bulb by turning counter clockwise. Install this new light bulb by turning it clockwise until it is secure in the socket. Do not over-tighten.

Figure 70. Bulb Description Page - Installation

What's In My Cart?

Remove	Qty.	Part #	Item(s)	Total
	<input type="text" value="1"/>	R1160.973	Philips 8w LED PAR20 (incented)	\$14.95

Sub-Total: \$14.95

[update cart](#) [continue shopping](#) [checkout](#)

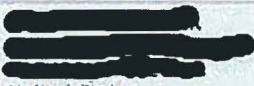
[printable view](#)

Figure 71. Shopping Cart Screen 1

Delivery Information


Shipping Address




If the order is not to be shipped to the address shown to the right, click change address.

Shipping Address: 
United States

[change address](#)

Shipping Options / Transit Time Estimates

Please select your preferred shipping method for this order. Please Select 

Any Carrier 			
Regular (del: 7-10 Business Days)	\$5.00	<input type="radio"/>	
United Parcel Service 			
Ground (del: March 3, 2014 By 11:00 Pm)	\$10.77	<input type="radio"/>	
United States Postal Service 			
First-class Mail (del: 2 - 3 Business Days)	\$4.12	<input checked="" type="radio"/>	

* Transit times are estimates, intended to help customers compare options. They do not necessarily represent guaranteed delivery dates and times.

E-Mail Address (required)

Type an email address to continue the order.

Email Address:

Add Comments About Your Order

If neither the billing address nor the shipping address provided is the service address associated with your electric utility/energy efficiency account, please enter that service address below.

Continue Checkout Procedure to select the preferred payment method. [continue](#)


Delivery Information Payment Information Confirmation Finished!


Figure 72. Shopping Cart Screen 2

Payment Information

Billing Address


If the billing address is not the address shown to the right, click change address.

change address 


Billing Address: 
United States





Promotion Codes/Credit Vouchers (if any)

1. When redeeming a **Credit Voucher Code**, you must enter it into the Code box and click "Redeem". The value of your voucher will appear in the shopping cart box in the upper right after the page refreshes. Repeat for each Credit Voucher Code.
2. When redeeming a **Promo Code**, enter it into the Code box, enter your payment information, and click **CONTINUE** at the bottom of the page. (Do not click "Redeem.")
3. When redeeming **BOTH a Credit Voucher Code and a Promo Code**, you must enter the Credit Voucher Code first and click "Redeem." The value of your voucher will appear in the shopping cart box in the upper right after the page refreshes. Next, enter the Promo Code in the same box but **DO NOT** click "Redeem." Instead, leave the Promo Code in the Code box and "Continue" at the bottom of the page. Your Promo discount will appear on the next page.

Code: 

Payment Method

Please select a payment method below. Please Select 

Credit Card    

Enter your credit card account information below. Charges are preauthorized during checkout, but not settled until after the order has shipped. All transactions are in U.S. dollars.

Credit Card Owner:

Credit Card Number:

Credit Card Expiration Date: February 2014

Card Verification # (what is this?):

Check/Money Order

If you wish to pay by check/money order, select this option, complete the checkout process, print a copy of your order, and mail your check/money order (payable to Energy Federation) with a copy of your order to EFI. Your order will be shipped upon receipt of payment, unless you have a Net 30 account with EFI in which case you will be billed.

Add Comments About Your Order

If neither the billing address nor the shipping address provided is the service address associated with your electric utility/energy efficiency account, please enter that service address below.

Figure 73. Shopping Cart Screen 3 (part 1)

Terms and Conditions

1. Products must be installed at the premise address associated with the account number purchasing the products.
2. Products cannot be resold under any circumstances.
3. Duke Energy reserves the right to revise incentive levels and/or equipment eligibility at any time.
4. Duke Energy and the third-party order fulfillment vendor have signed a confidentiality agreement to protect customer's personal information.
5. I agree to indemnify, hold harmless and release Duke Energy and its affiliates from any actions or claims in regards to the installation, operation and disposal of equipment (and related materials) covered herein including liability from incidental or consequential damages.
6. Duke Energy does not expressly or implicitly warrant the performance of installed purchased products and is not liable for any damage caused by the installation of these products or for any damage caused by the malfunction of the installed purchased products.

Please check this box to agree to the terms and conditions above, and then click 'Continue' to confirm your order.

Continue Checkout Procedure
to confirm this order.

continue ▶

Delivery Information **Payment Information** Confirmation Finished!



Figure 74. Shopping Cart Screen 3 (part 2)

Order Review 	
Please review order. If correct click the 'Confirm Order' button at the bottom of the page to submit order for processing.	
Delivery Address (Edit) [Redacted] United States Shipping Method (Edit) United States Postal Service (FIRST CLASS) \$4.12	Items (Edit) 1 x TCP 9w Candelabra-Base Torpedo 1-Pack (incented) \$1.54
Billing Information (all transactions are in U.S. Dollars)	
Billing Address (Edit) [Redacted] United States Payment Method (Edit) Check/Money Order	Sub-Total: \$1.54 United States Postal Service (FIRST CLASS): \$4.12 Sales Tax*: \$0.00 Total: \$5.66
*If sales tax has not been added to this order you may be required to file a sales or use tax return directly. You are advised to consult with the Department of Revenue in your state to determine your sales or use tax obligations.	
Payment Information	
Make Payable To: Energy Federation Send To: Energy Federation (EFI) Program: Duke Energy (NC residential) 1 Willow Street, Suite 2 Southborough, MA 01772-1026 Your order will not ship until we receive payment.	
IF YOU ENTERED A PROMOTION OR CREDIT VOUCHER CODE ON THE PAYMENT SCREEN, PLEASE CONFIRM THE APPROPRIATE DISCOUNT WAS APPLIED BEFORE PROCEEDING.	
<input type="button" value="confirm order"/>	
Delivery Information Payment Information Confirmation Finished!	

Figure 75. Shopping Cart Screen 4

Package Tracking

UPS (United Parcel Service) Packages:
You may enter either your order number or the UPS assigned tracking code in the appropriate box below. You can obtain your order number through the 'My Account' section of the site. Log in to your account, view 'Order History', and click the 'Track UPS Packages' link of the order you wish to track.

<input type="text"/>	 TRACK BY ORDER NUMBER
<input type="text"/>	 TRACK BY UPS TRACKING NUMBER

USPS (US Postal Service) Packages:
These orders are not traceable while in transit, but we can request delivery information from the Postal Service. Call 866-849-9704 to request delivery confirmation for your order if the 'My Account' section of the site shows the order has shipped.

Figure 76. Package Tracking

Appendix G: Household Characteristics and Demographics

Participant Survey Households

Two hundred and six program participants in the Midwest were surveyed for this evaluation (192 Ohio customers and 14 Kentucky customers); this section presents household and demographic data collected during the participant survey.

In what type of building do you live?

			State		Total
			Kentucky	Ohio	
In what type of building do you live?	Single-family home, detached construction	Count	10	171	181
		% within State	71.4%	89.1%	87.9%
	Single family home, factory manufactured/modular	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Row House	Count	1	1	2
		% within State	7.1%	0.5%	1.0%
	Two or Three family attached residence-traditional structure	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Apartment (4 + families)--traditional structure	Count	0	4	4
		% within State	0.0%	2.1%	1.9%
	Condominium---traditional structure	Count	3	11	14
		% within State	21.4%	5.7%	6.8%
	Other: "MI (community) home"	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Refused	Count	0	2	2
		% within State	0.0%	1.0%	1.0%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

What year was your residence built?

			State		Total
			Kentucky	Ohio	
What year was your residence built?	1959 and before	Count	3	49	52
		% within State	21.4%	25.5%	25.2%
	1960-1979	Count	2	47	49
		% within State	14.3%	24.5%	23.8%
	1980-1989	Count	3	26	29
		% within State	21.4%	13.5%	14.1%
	1990-1997	Count	2	21	23
		% within State	14.3%	10.9%	11.2%
	1998-2000	Count	2	15	17
		% within State	14.3%	7.8%	8.3%
	2001-2007	Count	2	28	30
		% within State	14.3%	14.6%	14.6%
	2008-present	Count	0	5	5
		% within State	0.0%	2.6%	2.4%
	DK/NS	Count	0	1	1
		% within State	0.0%	0.5%	0.5%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

How long have you lived in your current home?

<i>OH Mean: 15.4 years, OH Median: 12 years</i> <i>KY Mean: 13.7 years, KY Median: 9.5 years</i>			State		Total
			Kentucky	Ohio	
How long have you lived in your current home?	One year or less	Count	1	6	7
		% within State	7.1%	3.1%	3.4%
	More than one up to 5 years	Count	3	39	42
		% within State	21.4%	20.3%	20.4%
	More than 5 up to 10 years	Count	4	37	41
		% within State	28.6%	19.3%	19.9%
	More than 10 up to 20 years	Count	2	61	63
		% within State	14.3%	31.8%	30.6%
	More than 20 up to 30 years	Count	3	24	27
		% within State	21.4%	12.5%	13.1%
	More than 30 years	Count	1	25	26
		% within State	7.1%	13.0%	12.6%
	Total	Count	14	192	206
		% within State	100.0%	100.0%	100.0%

How many rooms are in your home (excluding bathrooms, but including finished basements)?

		State		Total	
		Kentucky	Ohio		
How many rooms are in your home (excluding bathrooms, but including finished basements)?	4	Count	0	6	6
		% within State	0.0%	3.1%	2.9%
	5	Count	1	11	12
		% within State	7.1%	5.7%	5.8%
	6	Count	5	26	31
		% within State	35.7%	13.5%	15.0%
	7	Count	1	36	37
		% within State	7.1%	18.8%	18.0%
	8	Count	3	36	39
		% within State	21.4%	18.8%	18.9%
	9	Count	0	27	27
		% within State	0.0%	14.1%	13.1%
	1-3	Count	1	4	5
		% within State	7.1%	2.1%	2.4%
	10 or more	Count	3	43	46
		% within State	21.4%	22.4%	22.3%
	DK/NS	Count	0	3	3
		% within State	0.0%	1.6%	1.5%
Total	Count	14	192	206	
	% within State	100.0%	100.0%	100.0%	

Which of the following best describes your home's heating system?	Kentucky N=14		Ohio N=192		Total Midwest N=206	
	Count	%	Count	%	Count	%
None	0	0.0%	0	0.0%	0	0.0%
Central forced air furnace	7	50.0%	154	80.2%	161	78.2%
Electric Baseboard	0	0.0%	3	1.6%	3	1.5%
Heat Pump	6	42.9%	28	14.6%	34	16.5%
Geothermal Heat Pump	1	7.1%	1	0.5%	2	1.0%
Gas pack / gas log fireplace	0	0.0%	2	1.0%	2	1.0%
Wood burning fireplace / stove	0	0.0%	3	1.6%	3	1.5%
Boiler / steam heat	0	0.0%	5	2.6%	5	2.4%
Dual system: furnace and heat pump	1	7.1%	3	1.6%	4	1.9%
Don't know	0	0.0%	0	0.0%	0	0.0%

May total to more than 100% because respondents could give multiple responses.