



Bright Opportunities: Mass Save^{®1} C&I Upstream Lighting Program

Frequently Asked Questions for Distributors

1. What is goal of the program?

The goal of the program is to transform the market from less efficient standard T8/T5HO and halogen technology to more efficient reduced wattage T8/T5HO and LED technology, respectively. Mass Save has partnered with electrical distributors to offer the design community, architects, contractors, and commercial lighting customers the most efficient reduced wattage linear fluorescent and LED directional lamps on the market at a comparable cost to conventional lamps.

2. How does the program work?

The higher cost of eligible LED and reduced wattage T8/T5HO lamps is paid directly to the distributor by the local electric utility or energy efficiency service provider. In effect, your customers will be able to purchase premium technology at comparable cost to conventional standard wattage products.

3. Who are Eligible Customers for this program?

Eligible Customers are businesses in Massachusetts. An Eligible Customer is one who receives electrical service under a nonresidential rate class from any electric utility in the state. Qualifying Equipment must be installed and operated at the Eligible Customer's facility or premises.

4. Which customers are not eligible?

Sales of qualifying equipment to the following businesses are not eligible for participation in the Mass Save Upstream Lighting Program:

- Residential customers
- Businesses located outside Massachusetts
- Sales to businesses participating in a Mass Save Small Business Direct Install (DI) project.

5. Can lamps ordered under this program be used for a project outside Massachusetts?

All discounted lamps through the program must be installed in Massachusetts.

6. Will Mass Save conduct site inspections?

¹ The Mass Save Program Administrators are the Massachusetts' gas and electric utilities and energy efficiency service providers, including Columbia Gas of Massachusetts, the Berkshire Gas Company, Cape Light Compact, National Grid, New England Gas Company, NSTAR, Unitil, and Western Massachusetts Electric Company. The Sponsors of Mass Save work closely with the Massachusetts Department of Energy Resources to provide a wide range of services, incentives, trainings, and information promoting energy efficiency that help residents and businesses manage energy use and related costs.

Yes, Mass Save will conduct site inspections to verify the accuracy of the sales data including customer site location, quantity and type of qualifying lamps etc. In particular, sales data for distributor locations at the state border will be inspected to ensure that discounted lamps through the program are being installed in Massachusetts.

7. Which lamps are eligible for the program?

- a. Reduced Wattage T8 fluorescent lamps
 - i. 28 watt T8 lamps
 - ii. 25 watt T8 lamps
 - iii. 25-28 watt T8 U-Bend lamps
- b. Reduced Watt T5 fluorescent lamps
 - i. 47 – 51 watt T5HO lamps
- c. LED directional lamps (PAR16, PAR20, PAR30/BR30, PAR38/BR40 and MR16/GU10)
- d. LED A-lamps
- e. LED Decorative lamps (including G and B shapes)

Note: Additional technologies may be added in the future. All Products must be listed in the eligible products lists to be eligible for rebates.

8. What are the benefits of these lamps?

The eligible LED replacement and T8/T5HO lamps save money in three ways:

- i. Lower utility bills
- ii. Fewer replacement products, and
- iii. Reduced labor costs

Reduced-wattage T8 and T5HO lamps use up to 22% less energy and last 33-67% longer than traditional lamps. Many reduced-wattage T8 and T5HO lamps also have better color rendering properties and hold their rated lighting levels longer. That means that products and people will appear in a more natural color.

LEDs provide up to 80% energy and cost savings, last at least 10 times longer than traditional lamps, and produce less heat output for greater customer comfort and lower A/C costs. LED directional lamps also provide the same high-quality natural color lighting for product display as conventional halogen lamps. All eligible LED lamps provide excellent CRI (Color Rendering Index) and instant-on capability. Moreover, LEDs do not contain toxic materials such as mercury or lead. Many of these lamps are also dimmable.

9. What are the typical applications?

T8 and T5HO lamps are found in traditional commercial and industrial environments such as retail stores, offices, schools, hospitals, parking garages, etc. and are proven performers in a wide variety of applications.

LED directional lamps are excellent substitutes for conventional halogen lamps typically used for spot and track lighting applications in retail stores, restaurants, hotels, museums and galleries.

Note: Consult manufacturer's literature for additional product information and technical requirements

10. Why are other lamps not included?

More products will be considered in future.

11. Is there a list of eligible lamps?

Yes, visit www.masssave.com/upstream_lighting for a link to the program. Then, click on the list of eligible lamps.

12. How will this effect customer participation in incentive programs? Will a customer still be eligible for the same incentives?

The customer will be eligible for the existing incentives in case of T8/T5HO lamps. Current downstream incentives for LED lamps **will be eliminated** with the launch of this program i.e., incentive will be moved upstream.

13. Is a customer eligible for this if it is replacing existing or failed 28 watt T8 lamps with new 28 watt T8 lamps?

Yes.

14. Who is the 3rd party Program Manager and what is its role?

ECOVA, formerly ECOS Consulting, (www.ecova.com) will be the 3rd party Program Manager on behalf of Mass Save Electric PAs. It will work with all participating distributors to collect and process sales data, allocate savings to each PA, and provide incentives to the distributors on a monthly basis.

15. When do distributors get paid?

Participating distributors will get paid within thirty (30) days of receipt of a complete and accurate invoice for qualifying lamps sold that meets the terms and conditions specified in the Distributor Agreement.

16. What data are required to be submitted?

Participating Distributors must submit the following information to 3rd party PM:

- i. The manufacturer, model, and number of units of Qualifying Equipment sold to each purchaser;
- ii. The Date of each Sale
- iii. The Invoice Number of each Sale
- iv. The P.O. Number or Job Name
- v. The purchaser name and address (contractor or customer that purchased equipment)
- vi. **The end-user installation address** (if different from the purchaser address)
- vii. Mass Save incentive application #

17. Is there a template for the required data submission?

The 3rd party Program Manager (Ecova) will provide a simplified data collection form to be used by all Participating Distributors. Distributors should provide the sales data to the 3rd party PM within ten (10) days after the end of the month.

18. Am I required to pass the full incentive to the customer?

While not implicitly required, Mass Save expects that Participating Distributors will pass the incentive to their customers. It is recommended that Participating Distributors list the Mass Save incentive on their invoices to customers. Mass Save will monitor list prices to customers to ensure that customers see a lower price as a result of this program.

19. How many distributors have already joined this program? Is there a list of participating distributors?

Yes, visit www.masssave.com/upstream_lighting for a link to the program. Then, click on the list of participating distributors.

20. How can a distributor join the program?

Contact below to find out how you can join the program:

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ECOVA (Formerly ECOS)
309 SW 6th Avenue #1000
Portland OR 97204
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21. Will ESCOs, OEM manufacturers, retailers, wholesale outlets and Internet sales qualify for participation selling direct to customer?

The program is designed for electrical distributors. Currently ESCOs, OEM Manufacturers, retailers, and Internet sales are not eligible to be considered participating distributors. Wholesale outlets may be eligible depending on their specific business type. Additional business types may be considered in the future, but will not be until after 2012.

22. Which MA utilities and PAs are sponsoring this program?

All five Massachusetts electric PAs are sponsoring this program. They are Cape Light Compact, National Grid, NSTAR, Unitil, and Western Massachusetts Electric Company.

23. Can customers order spare lamps?

Distributors should not sell spare lamps to customers and submit them for the upstream rebate to Mass Save. The number of lamps sold should not exceed the number of sockets where they will be installed. All lamps sold and submitted for upstream rebate should be installed by the customer or participating distributor soon after sale. As a reminder, Mass Save will be conducting site verifications and if it finds that many bulbs are not being installed, the program may end or the rebates may be substantially reduced.

24. Do installations in common areas of multifamily units and apartment/condo buildings qualify?

The installation address should be on a qualified Commercial meter. Another way to check this is if the utility bill lists a commercial rate code.

25. Can contractor or vendor information be provided in place of installation address?

No, end-user installation address and name are required fields for program participation. Do not enter Contractor info in the installation address and zip code fields.

26. Where can I find more information about the program?

Yes, visit www.masssave.com/upstream_lighting for a link to the program.