



July 25, 2014

Dear Sirs:

I am writing in response to the proposed changes to the Energy Star incentive program offered through Rocky Mountain Power. I am specifically involved in the lighting industry for both residential and commercial end-users.

I am a proponent of any program that helps to curb our nation's energy use and conserve our resources. These new innovations in light production are amazing and only make sense for the future of energy consumption. Your incentive programs have helped greatly in moving consumers to these more efficient products and I hope the trend continues.

The issue I take with the administration of the incentives has to do with how they are offered and made available in the market place. In the beginning, it seemed as though distributors, suppliers and retailers were all on the same footing with all receiving an equal opportunity to offer the "up-stream" incentives to our customers. I know that because of some unscrupulous merchants and end-users, there was a lot of "double dipping" of the program and many were making money off the generous incentives. Once that was known, the program shifted to where only a few retailers were given the ability to offer the incentives to the disadvantage of those of us who were excluded.

I am affiliated with a reputable Utah company, Lighting Design. I have endeavored to participate in the incentive programs both on a residential and the commercial level. We found the programs to be a great selling point for our customers who needed a little help in making the switch. Once those incentives were taken away, sales of those products diminished greatly. At the time, it seemed that we were being punished because of the actions of a few dishonest people. However, the big box stores; i.e. Home Depot, Lowes, et al were somehow allowed to continue the up-streaming of the incentive much to our disadvantage. They definitely were given an unfair advantage and our sales suffered because of the decision.

My hope for this new direction is that you will return to a more fair and level playing field for all interested parties; otherwise, the incentives create a monopoly for a few participants. Since you are eliminating the end-user rebates there would be no chance for the double dipping that occurred after the first roll-out. With a more diverse market place, we can hope for a larger end-user participation which in turn will only maximize the success of this worthy program and, in the end; conserve more energy, which after all is the final goal.

I hope you will consider my concerns in your decision making process.

Sincerely,

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