

### Program Design Questions

- Is a buydown versus a markdown ok where stores that are unable to submit sales data can participate? Data for this approach would include invoices and shipment information to retailers.

**The model outlined above is not viable for the general “retail markdown” portion \ of the RFP. For this portion, billing must be done based upon sales to the customer. This approach may be considered as part of the “Custom strategy to target low-income customer base” assuming the retailers are targeting the correct customer segment.**

- A program that would give away 2 power strip, 12 to 24 LED in a box to the low-income families. Will this be something to consider?  
**Any fully completed proposals that meet the criteria/specifications laid out in the RFP will be considered during evaluation.**

### Low Income Custom Program Questions

- How do you define Low-income customers?  
**There is no set definition of low-income dictated by this program. Please define the assumptions made within the proposal for the identification of low-income.**
- How many Low-income customers to be targeted in this effort?  
**The exact number of customers has not been defined. The RFP is meant to provide different options for accessing this market, and with this information decisions will be made regarding the size of the target audience.**
- What are the deemed savings for the targeted LED bulbs/specialty bulbs, LED fixtures, LED connected Lighting, and advanced power strip categories?  
**For lighting products, the savings values are dependent upon the product specifications and are not deemed values. The table below reflects averages for the different product types.**

Product Type	Average kWh per Unit
A-lines	40
Decorative (Candles & Globes)	40
Reflectors	60
Fixtures	65

**For APS products there is a deemed savings value dependent upon the tier of the product; tier 1 is 103 kWh, and tier 2 is 346 kWh.**

- Do you have a city or zip code of low-income families? Does the utility have this list of identifying low-income families & address?  
**The exact location of Low-income families has not been defined, nor has a predetermined list of low-income customers. This is a state-wide program and therefore all New Jersey Residents are qualified.**

- Could you please share some photos and specs sheet for the Tier 1 Tier 2 power strip?  
**This program is not promoting any specific brand of Advanced power strip. For more details about advanced power strip the Northeast Energy Efficiency Partnership has an informative page that can be found [here](#).**

**General Agreement questions**

- Would you be able to do a 2-party agreement as we have authorization from the retailer to enter into an agreement on their behalf?  
**Two-party agreements are authorized for this program, and will be considered during the RFP review process.**