

Manitoba Hydro Undertaking #133

Manitoba Hydro to advise if an analysis has been done to determine what effect upstream incentives had on the take-up rate.

The following table exemplifies how upstream incentives can be effective when applied appropriately. The data provides participation levels prior to and after point-of-purchase discounts were utilized under Manitoba Hydro's Compact Fluorescent Lighting (CFL) program.

CFL Lighting Offer Period	Incentive Delivery Design	Total CFLs
October 1, 2007 to March 31, 2008	Mail-in Rebate	85,559
October 1, 2008 to March 31, 2009	In-store Instant Rebate	198,550
October 1, 2009 to March 31, 2010	In-store Instant Rebate	433,316
October 1, 2010 to November 30, 2010	In-store Instant Rebate	177,627