



Second Quarter 2011 Ductless Heat Pump Update

Agenda



2011 DHP Workshop

2011 Regional Campaign

2011 DHP Workshop

Mark your calendars!

When

Tuesday, November 1, 2011

Where

Tacoma Convention and Trade Center
Tacoma, WA

Who will be there

About **350** HVAC contractors, utilities, manufacturers, distributors, and dealers



2011 Regional Campaign



Goals

2011 REGIONAL CAMPAIGN GOALS

- Increase awareness and sales of ductless heating and cooling systems
- Influence word-of-mouth activities across the Northwest
- Provide a flexible regional advertising platform for utility and trade partners to leverage
- Utilize NEEA's non-profit status to strengthen partner media dollars and increase campaign reach and frequency

Overview

SWEEPSTAKES PRIZING

- Grand Prize: \$10,000 cash prize
- Monthly Prizing: Ductless systems, consumer electronic products

DESIGNATED MARKET AREA (DMA)

Oregon, Washington, Idaho, Montana

CAMPAIGN PARTNERS

- Northwest utilities
- Local distributors, manufacturers, contractors, installers

TARGET AUDIENCE

- Homeowners
- Living in pre-1980 home, ≤ 3 bedrooms
- Displacing or replacing electric heat

CAMPAIGN DATES

Heating and cooling seasons
July– November 2011

CONCEPT

Nominate someone you care about for a heating and cooling upgrade and enter to win a **\$10,000 grand prize.**

HOW TO PLAY

- 1 Visit campaign landing page or mobile site and nominate yourself and/or friends for a DHP upgrade.
- 2 Each nomination enters player to win the grand prize, the more unique entries submitted, the more chances to win!



DRAFT Creative & Messaging

↑ **Old vs. New:** “You don’t *have* to live like it’s 1975”



Communication Channels

Landing Page

- Dynamic nomination form and interactive features that promote sharing
- Engaging and educational videos with local HVAC expert Bruce Manclark
- Testimonial videos and case studies with video upload
- Links to: FAQ, instructional videos, contractor search

Mobile Site

- Condensed, easy to navigate version of landing page
- Promoted via QR codes in regional marketing



Facebook Page

- Same content as landing page, with easy to share features to promote word-of-mouth
- Promoted via Facebook ads and interactive sharing tools

Campaign Elements

“Host Your Own DHP Party”

- Leveraging consumer satisfaction and positive word-of-mouth, the Project will provide subsidies for homeowners wishing to host their own DHP Party.
 - Collateral and material for hosts
 - Food and beverage expensed
 - Sponsorship opportunity for brand-specific party packages and featured equipment

Possible Campaign Additions:

Mobile Vehicle / Roving Booth

- Lets consumers experience DHP's first hand
- Tours campaign regions, stopping at targeted high traffic locations and events
- Sponsorship opportunities for logo placement and design on car wrap, plus featured DHP equipment



Consumer Advertising/Media Channels

Online

- Social Media: Targeted Facebook and Twitter banner ads
- Google AdWords
- Targeted regional lifestyle websites

Print

- Targeted lifestyle publications in Seattle and Portland
- Spot print buys in targeted DMAs

Radio and TV

- Spot buys within targeted DMAs in conjunction with PSA placement
- Cooperative schedules presented to local contractors and utilities to increase campaign reach and frequency

Mass Media Templates

- Outdoor, TV, print and radio

How You Can Get Involved

Let People Know!

Let your customers know about the 2011 Regional Campaign and their chance to win \$10,000. The Project will provide content support for your communication channels, including:

- Bill stuffers
- Newsletters
- Community events collateral
- Social media mentions



Questions

Program Contacts

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Second Quarter 2011 Ductless Heat Pump Update

May 24th, 2011



Outline

- 2011 Cooperative Marketing Program
- Year-to-Date Installation Activity
- April 1, 2011 Implementation Manual
- 2011 Preferred Product List
- New Program Participation Forms
- Electric Power Research Institute DHP Update

Cooperative Marketing Program

- Marketing Matching Funds
 - Get up to **50%** of costs reimbursed on approved marketing and advertising pieces

- Who's Eligible?
 - NW Ductless Heat Pump Project utilities located within BPA territories.

	BPA UTILITY	CONTRACTORS	MASTER INSTALLERS	UTILITY/CONTRACTORS
Campaign Type:	Marketing Campaign	Marketing Campaign	Marketing Campaign	Co-branded Material
Allocation	50% off Campaign Cost	35% of Campaign Cost	50% off Campaign Cost	33% of Campaign Cost
Funding Level	Up to \$5,000 Co-op	Up to \$5,000 Co-op	Up to \$5,000 Co-op	Up to \$1,000 Co-op

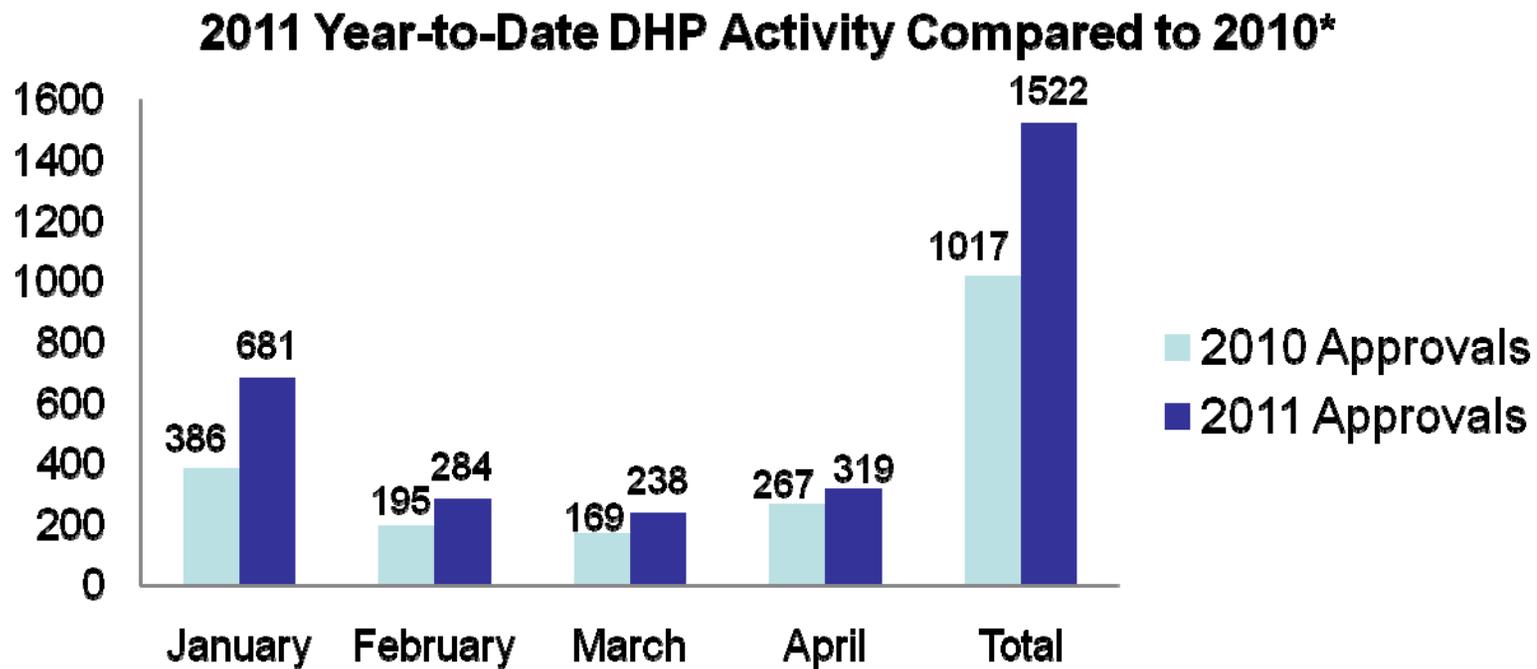
- For more information email: **DHPmarketing@fluidms.com**

Implementation Manual Update

- Effective Oct. 1st, 2011:
 - DHPs in zonal electric manufactured homes and zonal electric multi-family homes do not qualify
 - Savings for zonal electric single family homes decreases from 4,307 kWh to 3,816 kWh

Installation Activity

- 2011 installation approval activity is up 50% (when compared to corresponding dates in 2010)



*Includes all program qualified installations in BPA utility territories

Preferred Product List

- List is evolving based on feedback from utilities and contractors in the region
- Master Installers to nominate models in 3 categories:
 - Small Single-Zone Systems (≤ 15000 BTU)
 - Large Single-Zone Systems (> 15000 BTU)
 - Multi-Zone Systems
- Up to 5 systems in each size category will be listed
- All systems must meet program equipment requirements
 - New list to be released June, subsequent updates quarterly

Participation Form Updates

- Updated forms are available at www.NWDuctless.com
- Homeowner form changes include:
 - Expanded lead generation question
 - Utility display unit and social media options added
 - Expanded occupant age group options
- Contractor form changes include:
 - Inquiring about removal of pre-existing zonal heat
 - Removal of nominal heating capacity fields (will be automatically populated by data tool when form is entered)

Program Contacts

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EPRI Energy Efficiency Demonstration Project:

Ductless Heat Pumps

Ammi Amarnath
Technical Executive

BPA Utility Brown Bag

May 24, 2011

EPRI Residential Technology Demo Status

Data Collection Through March 2012

	Technology	Planned	Shipped	Installed
	Ductless Heat Pump*	45 / 52	21 / 27	21 / 27
	Heat Pump Water Heater	170 / 210	166 / 196	122 / 139
	Hyper-Efficient Appliances	137 / 245	137 / 245	74 / 168
	TOTAL	352 / 507	324 / 468	217 / 334

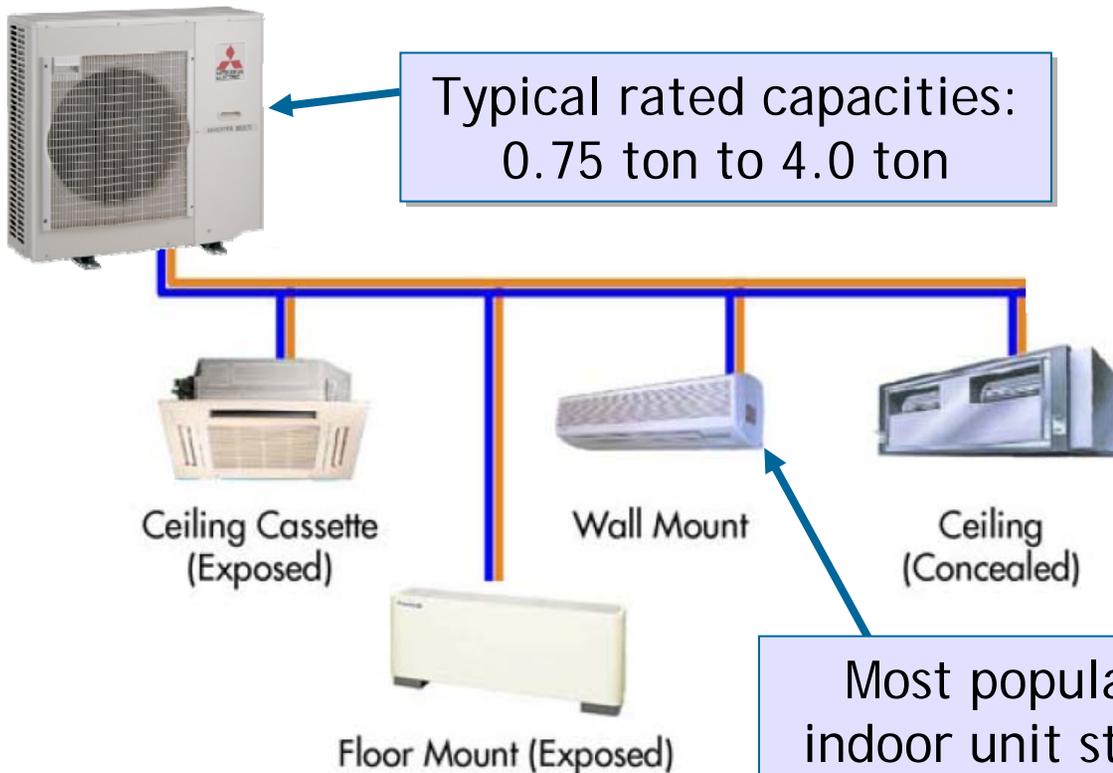
Green Indicates the Number of Instrumented Sites (Control and Treatment)

* Does not include 8,000+ devices through Bonneville Power Administration

EPRI Demo: Ductless Heat Pumps

A variety of system types are deployed:
One-to-one mini splits
Several-to-one multi-splits (shown below)

Outdoor Unit

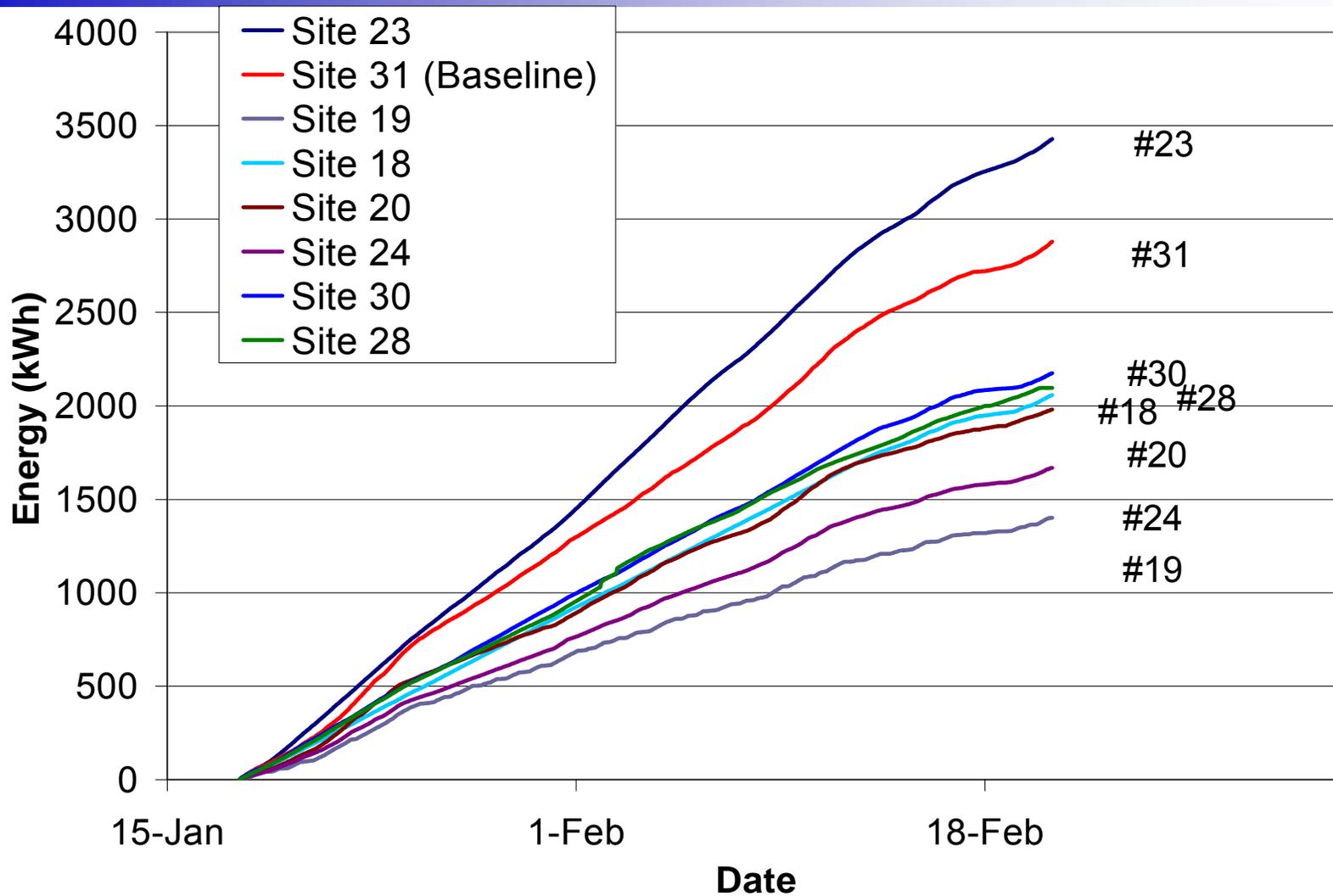


Typical rated capacities:
0.75 ton to 4.0 ton

Requires short
ductwork

Most popular
indoor unit style

HVAC Branch Circuit Energy Consumption: -DHP and Resistive Heating (Baseline) Test Sites



Questions?

Thank you!