T8 LIGHTING PROJECT

Presented by:

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Background

- Federal Standards change July 14, 2012
  - 18 month window to capture remaining T12 projects
  - Approximately 25% of commercial lighting in the region* is T12 fluorescent lamps

*Source: NEEA's 2009 Northwest Commercial Building Stock Assessment

Program Offer

- New offer in Lighting Calculator 2.1
  - Increased incentives
  - Additional measures
  - Stair-stepped incentive structure

Measure	Old Incentive	New Incentive	Savings per Unit
1 Lamp HP T8	$20	$25	78 kWh
1 Lamp HP T8 (low wattage or low ballast factor)	N/A	$30	89 kWh
2-4 Lamp HP T8	$40	$50	165 kWh
2-4 Lamp HP T8 (low wattage or low ballast factor)	N/A	$55	186 kWh
1-4 Lamp HP T8 (delamping)	N/A	$65	292 kWh

THIS IS YOUR LIGHTBULB MOMENT

Marketing Campaign Overview. Tools for Utilities.

T8 LIGHTING PROJECT

T8 Lighting Project Key Messages

CAMPAIGN POSITION(S)

Proactive Investment

Key Message 1

Financial Benefit: Retrofits completed by July 14, 2012 reduce energy consumption and make good financial sense.

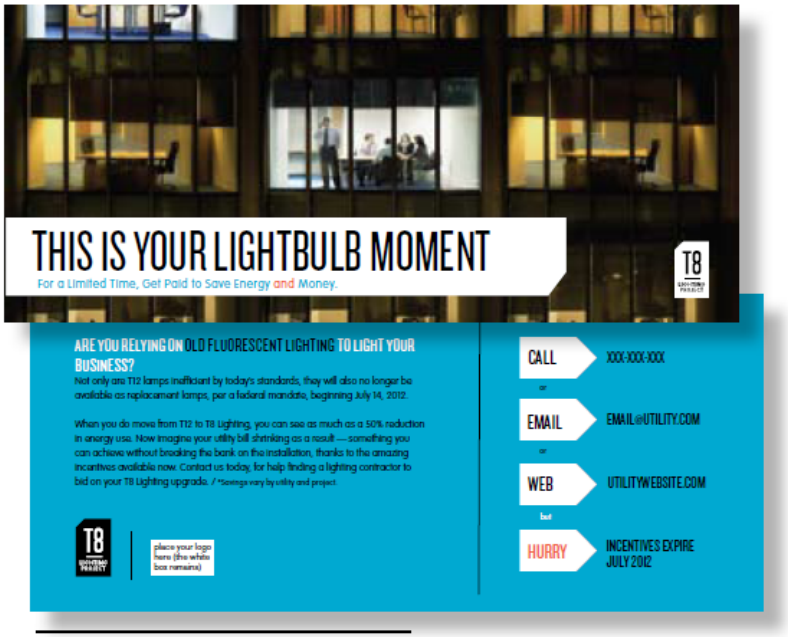
Key Message 2

Business Benefit: Retrofits will improve my business, and assistance is available to make the process relatively painless.

Key Message 3

Greater Good: Reduced energy consumption benefits the environment and helps lower energy costs.

Topic 1 Program Overview



Topic 1 Bill Insert

Topic 1 Email Images

Topic 1 Direct Mail

Topic 2 Earth Day

Topic 2 Email Images

Email, Newsletter and Website Copy

T8 COPY

DATE:	Feb. 15, 2011
DRAFT:	V1
CLIENT NAME:	BPA Energy Efficiency
PROJECT NAME:	T8 Lighting Project
DESCRIPTION:	Utility to End User – Earth Day

EMAIL AND NEWSLETTER COPY: LONG

SUBJECT:	Happy Earth Day!
HEADLINE:	Let This Earth Day Be Your Lightbulb Moment
SUBHEAD:	With Earth Day just around the corner, it's the perfect time to make energy efficient lighting upgrades.
CALLOUT:	The energy we save when we recycle one glass bottle is enough to light a traditional light bulb for four hours. Imagine how much longer you could light an energy efficient T8 lamp.
BODY COPY:	Since 1970, concerned citizens around the world have been celebrating Earth Day in all sorts of ecologically conscious ways, from planting trees to picking up garbage to making energy efficient upgrades around the home or workplace. Right now, you can make a big difference for the environment *and* see amazing savings on your future utility bills. With great incentives on T8 lighting upgrades for your business, it's time to act now for the earth and for your bottom line. A switch to T8 Lighting from your old T12 lamps and ballasts can reduce your energy use up to 30%, and thus your future utility bills, by as much as 20%. That's a huge savings that you'll begin to see as soon as your upgrade is complete.

Topic 3 Program Urgency

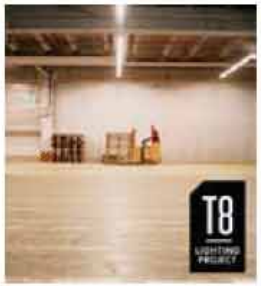
Topic 3 Bill Insert

Topic 3 Email Images

Topic 3 Direct Mail, folding postcard

Topic 4 Warehouse Benefits

Topic 4 Bill Insert



Topic 4 Email Images

Topic 4 Direct Mail

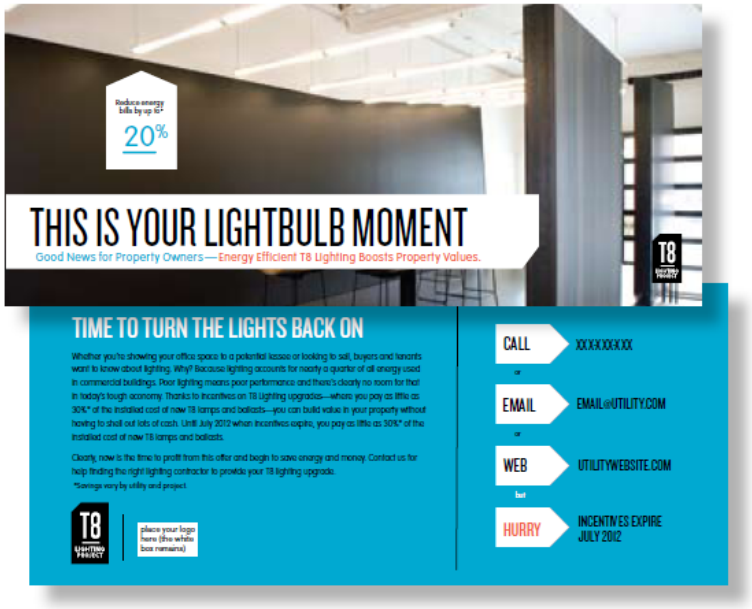
Topic 5 Improve Light Quality

Topic 5 Bill Insert

Topic 5 Email Images

Topic 5 Direct Mail

Topic 6 Increase Property Value

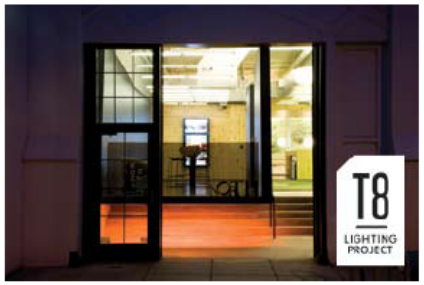


Topic 6 Bill Insert

Topic 6 Email Images

Topic 6 Direct Mail

Topic 7 October is Energy Awareness Month



Topic 7 Email Images

Email, Newsletter and Website Copy

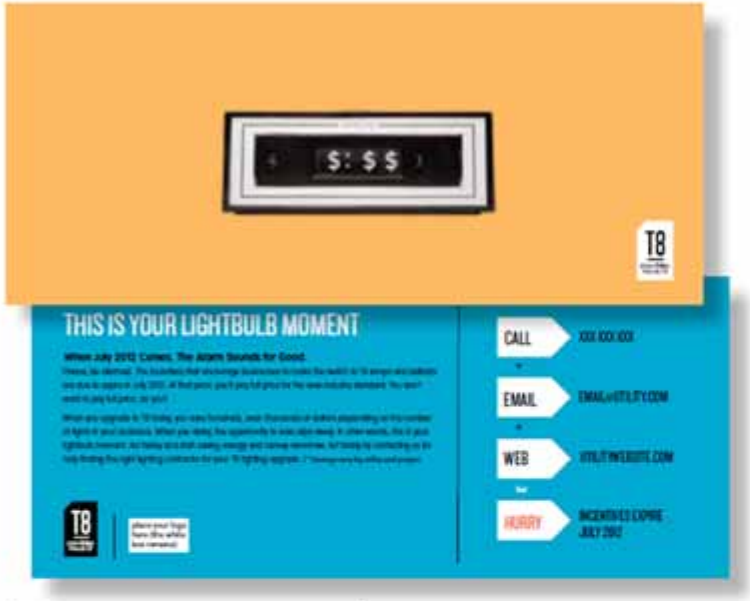
T8 COPY

DATE:	Feb. 13
DRAFT:	VF
CLIENT NAME:	BPA Energy Efficiency
PROJECT NAME:	T8 Lighting Project
DESCRIPTION:	Utility to End User – Energy Awareness Month

EMAIL AND NEWSLETTER COPY: LONG

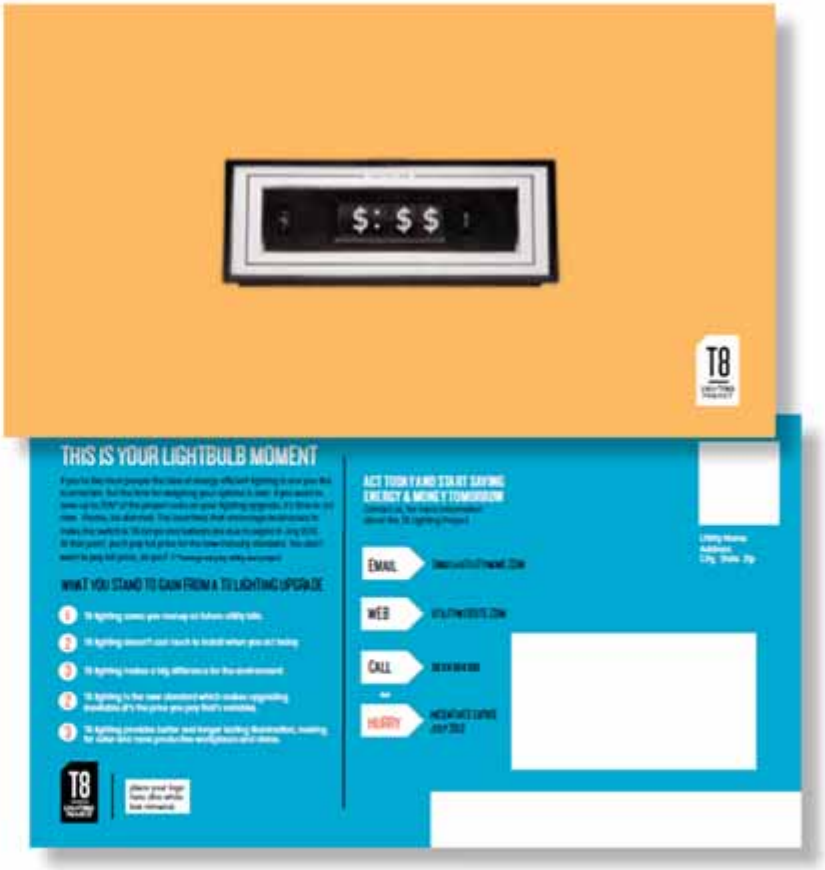
SUBJECT LINE:	October is National Energy Awareness Month
HEADLINE:	**This Is Your Lightbulb Moment**
CALLOUT:	Electric Lighting Consumes Nearly 40% of All Energy Used in U.S. Commercial Buildings
COPY:	This month, Americans from coast to coast are finding creative ways to conserve energy and as a result, save money on their future utility bills. As you may know, billions of tax dollars are now going toward investments in wind, solar, biofuels and other clean energy technologies. Here in the Pacific Northwest we already produce relatively clean energy thanks to an abundance of rivers suitable for hydroelectric generation. The best way to keep it clean for our future and future generations is for every citizen of the region to actively find ways to reduce their consumption. And one of the first places to look is up. If you are not currently lighting business with energy efficient T8 Lighting, please consider an upgrade today, before valuable incentives expire. T8 Today, For A Brighter Tomorrow

Topic 8 Time is Running Out



Topic 8 Bill Insert

Topic 8 Email Images



Topic 8 Direct Mail

Additional Resources

- Optional utility printing
  - Opt-in form in tomorrow's Announcement from your Energy Efficiency Representative
- Co-op advertising dollars
  - Details being finalized
- Style Guide available on website with files

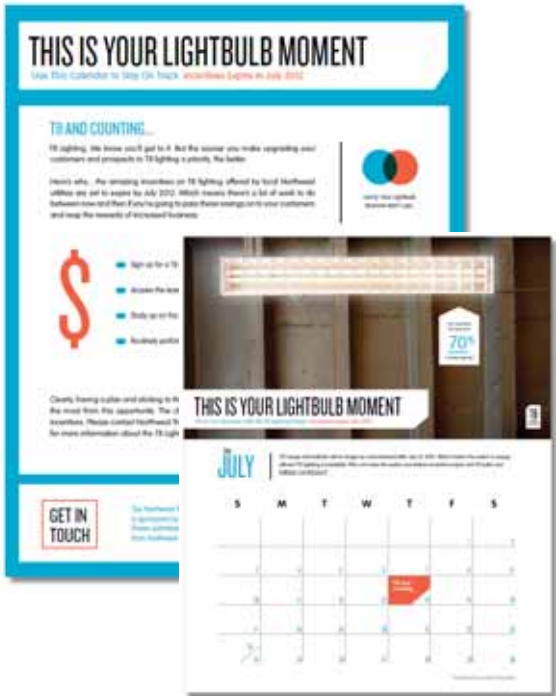
Recommended Implementation

- Combine the tools provided
- Segment audiences
  - Building owners vs. business owners
  - Business type – office, retail, warehouse, etc.

Communication Schedule

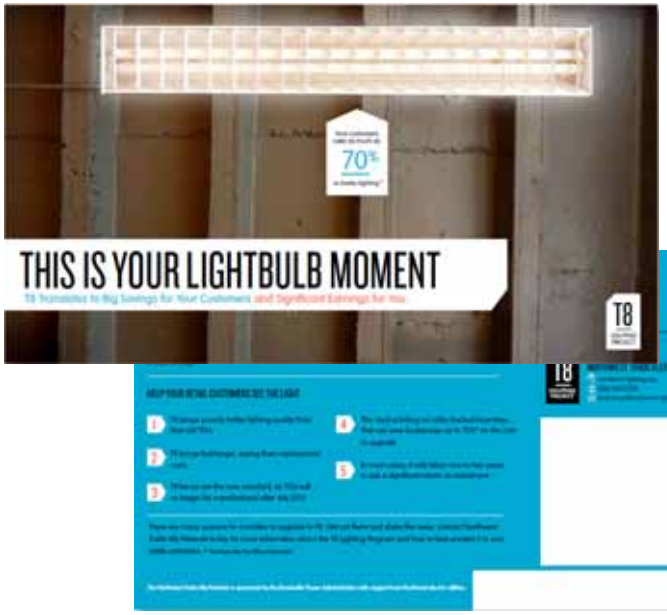
Communication Type	Mail Date	# of Pieces
Email	Bi-monthly	9
Direct Mail	Quarterly	6
Bill Insert	Quarterly	6
Newsletter Content	Bi-monthly	9
Website Content	One post	6-9

Trade Ally Network Tools



Desk Calendar

Direct Mail

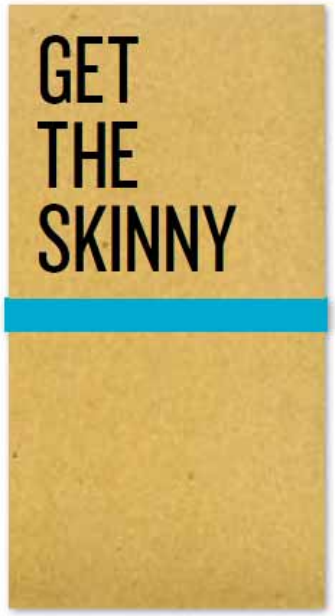


Email

Contractor Tools

Calling Card

Leave-behind Program Overview



Questions

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