

Bonneville Power Administration Simple Steps, Smart Savings Update

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Promotion update

- Retail promotion
- Retail promotion expansion
- Bulk purchase
- Direct mail
- Direct installation



Retail promotion

- Stores that have product now:

Big box: Home Depot, Wal-Mart, Costco (OR/ID/MT)

Mass merchant: Fred Meyer, WinCo, Bed Bath & Beyond, Bi-Mart

Showrooms & Hardware: Alloway, Brighter Homes, Clallam Co-op, Grover's Electric, Idaho Lights, Jerry's, Kenyon Noble, Moscow Hardware, Perry's, Platt Electric, Searing, Thurman Supply, Wolfe Lighting

- Stores expected to launch in May:

Big box: Costco (WA), Lowes, Sam's Club

Grocery: Albertsons, C&K Markets, Haggen, Harvest Foods, Yokes

- Retailers not participating:

- Dollar Tree, Family Dollar, Grocery Outlet



Retail promotion

Instant Savings!

Look for specially-priced products with this logo » **simple smart steps savings**

Three simple steps to smart savings:

- Choose**
There's an energy efficient CFL bulb for almost every fixture.
- Use**
Change out inefficient bulbs and use 75% less energy!
- Save**
CFL bulbs save you money and energy every day.

Brought to you by your local utility.

Learn more at www.SimpleStepsNW.com
Special pricing on select ENERGY STAR® CFLs while supplies last. Not valid with any other utility offer.

Aisle violator at retail

- 6" x 11"
- Double-sided
- Attached to edge to shelf
- Action: Attract



Retail promotion



ID sticker

- 2.5" x 3"
- Action: Identify product

Choose. Use. Save.
CFL Selection Guide

	CANDLE	A-SHAPE	GLOBE	3-WAY TWIST	TWIST	INDOOR REFLECTOR	OUTDOOR REFLECTOR
TABLE/FLOOR LAMP		•	•	•	•		
PENDANT FIXTURES		•			•		
CEILING FIXTURES		•			•		
WALL SCONCES	•	•			•		
RECESSED CANS						•	
TRACK LIGHTING		•			•	•	
OUTDOOR (COVERED)	•	•	•		•		
OUTDOOR (EXPOSED)		•	•				•

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CFL Selection guide

- 7" x 5"
- shelf dangler
- Action: Inform



Retail promotion

- Point of Purchase materials
 - POP roll-out 2nd week of May
 - POP to be emailed to participating utilities
- Field associates
 - Store visits began on April 1st
 - Introduced promotion to store managers
- Monthly activity report and invoice
 - Delivered on the 15th of each month



Utility participation

You can still participate!

- Request or review product allocations
- Review and return utility agreement and project order (01 – Retail agreement)
- Provide utility logo for marketing materials
- Inform Fluid of preferred start date (utilities may opt to claim units back to April 1st)



Retail promotion expansion

- RFPs have been released for:
 - Additional CFL SKUs and additional manufacturers and retailers
 - Additional showerheads
 - Fixtures
- Showerheads/Fixtures to launch June 1st
- Allocation updates and new product allocations will be delivered in May



Bulk purchase

- No minimum order quantities
- Simply request a bulk purchase order form
- Shipping costs
 - Calculated by distance and weight
 - Ships within 10-14 business days



Bulk purchase products

- Products available in Fluid warehouse for immediate shipment

Products Available												
Product	Manufacturer	ItemNo	Wattage	Color	Color temp	Hours	Lumens	ENERGY STAR	GPMI	Unit Price	Admin Fee	Shipping Fee
CFLSpiral	EarthTronics	CF13SW	13	Soft White	2700K	10,000	900	Yes		\$1.19	\$0.20	TBD
CFLSpiral	Feit	ESL18TIV/ECO	18	Soft White	2700K	10,000	1100	Yes		\$1.39	\$0.20	TBD
CFLSpiral	EarthTronics	CF23SW	23	Soft White	2700K	10,000	1600	Yes		\$1.65	\$0.20	TBD
CFLReflector	EarthTronics	R3165SW	16	Soft White	2700K	10,000	750	Yes		\$2.88	\$0.20	TBD
CFLGlobe	TCP	2G2514	14	Soft White	2700K	8,000	800	Yes		\$2.88	\$0.20	TBD
FixedShowerhead	AMConservation	SH080W		White					20	\$3.50	\$0.20	TBD
FixedShowerhead	Nagra	N2920CH		Chrome					20	\$3.50	\$0.20	TBD
FixedShowerhead	Nagra	N2915		White					20	\$3.50	\$0.20	TBD

- Other products available, please just ask



Direct mail

- No minimum order quantities
- Bulk purchase products available
 - Additional products may be added
- Shipping
 - Cost dependent upon purchase amount, package size and shipping location
 - Ships within 10-14 business days
- Marketing materials
 - Utility logo on label
 - Energy tips and FAQs flier and 1-800 phone number
 - Return mail postcard



Direct Install

- Direct install options available now
- Call to initiate a scope of work
- Products available for install included on bulk purchase list
 - Additional products may be added
- Data collection form and Home Snapshot form available for viewing



Direct install - Washington

- All showerheads must be installed by a licensed plumber
- The Department of Labor and Industry requires that prevailing wage is applied per the county requirements
- What does this mean?



Direct install - Washington

1. Residential plumber installation of showerheads & CFLs

- Current cost

Product	Product cost per unit	Admin fee per unit	Addtl utility cost per unit	Total cost per unit
Showerhead	\$3.50	\$0.35	\$8.00	\$11.85

- Additional utility charge may increase due to prevailing wage laws

Product	Product cost per unit	Admin fee per unit	Addtl utility cost per unit	Total cost per unit
Showerhead	\$3.50	\$0.35	\$8.00	\$11.85

Total cost under \$20



- Under this model a utility will receive the \$20 CRC



Washington DI - showerhead options

2. Leave behind showerhead, install CFLs

- Current cost

Product	Product cost per unit	Admin fee per unit	Addtl utility cost per unit	Total cost per unit
Showerhead	\$3.50	\$0.35	\$8.00	\$11.85

- Under this model a utility will receive the \$12 CRC



Contact Information

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