

Simple Steps, Smart Savings – a year in the making

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March 16, 2011



Utility engagement

- Overview of goals to date
- Quality assurance report for FY '10
- Product mix
- Marketing materials
- Sales volumes and allocations
- New product opportunities
- Utility recommendations

Goals to date

Delivery Model	Product	FY10 Goal (Units)	FY10 Actuals (Units)	FY10 Goal Achieved (%)	FY11 Goal (Units)	FY11 Actual (Units)	FY11 Goal Achieved (%)
Retail	CFL general purpose	2,500,000	275,860	11.0%	2,500,000	963,162	38.5%
Retail	CFL specialty	7,825,000	742,921	9.5%	7,825,000	832,251	10.6%
Retail	Fixtures	275,000	1,314	0.5%	275,000	-	0.0%
Retail	Showerheads	400,000	1,808	0.5%	400,000	6,277	1.6%
Total		11,000,000	1,021,903	9.3%	11,000,000	1,801,690	16.4%

FY10 - actuals based on April – Sept, 6 months of start-up under new contract.

FY11 - Q1 (Oct – Dec) at 16% of goal, . . . off mark by 9%. Improving by Jan/Feb.

Quality assurance update

Store visits

State	Retailers (as of 12/30/10)	Dec store visits
Oregon	381	194
Washington	271	159
Idaho	115	45
Montana	80	43
<i>Total</i>	847	441

Quality Assurance Update

Store visit – report card (random sample from Dec report)

Store	City	State	Score*
Fred Meyer	Meridian	ID	A
Home Depot	The Dalles	OR	B
Home Depot	Beaverton	OR	C
Walmart	Moses Lake	WA	A
Fred Meyer	Bothell	WA	B

*Scoring based on max of 6 points testing presence and condition of POP, condition of product, manager familiarity with promotion, manager feedback. (6=A, 5=B, 4=C, 3=D). Score of less than B are revisited within one week for follow-up.

Current product mix

■ Standard twisters

- A lamps, post, twisters, mini-twisters, daylights
- Bulb wattage: 7 – 55 watts
- Single packs, multi-packs

■ Specialty CFLs

- 3-way, candelabra, globe, post, reflector
- Bulb wattage: 7 – 33 watts
- Single packs, multi-packs

■ Lighting fixtures

- GU-24
- Flush mount, bath bars, sconces, pendants

■ Showerheads

- GPM 1.5, 1.75, 2.0
- Multi-spray, massage, adjustable, rain, handheld, shut-off
- White, chrome, brushed nickel

Marketing materials - retail

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
Action: Attract



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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Learn more at www.SimpleStepsNW.com

Special pricing on select ENERGY STAR® CFLs while supplies last. Not valid with any other utility offer.

CFL Selection guide
7" x 5"
shelf dangler
Action: Inform

Marketing materials – direct install



Save time, energy and money.

Your local utility will provide you with:

- ENERGY STAR® compact fluorescent light bulbs (CFLs) when installed by our experts
- Energy-saving showerheads
- No additional obligation

Simple. Smart. Free.
Call 1-888-553-SIMPLE or visit www.SimpleStepsNW.com/utility/franklin to schedule your free installation!

Brought to you by:



This no cost offer is valid while supplies last. Limit two showerheads per household. Only homes with electric water heaters are eligible for showerhead offer.



Receive energy-efficient products from Richland Energy Services!

Save time, energy and money.
Receive a complimentary installation provided by Richland Energy Services, including:

- ENERGY STAR® compact fluorescent light bulbs (CFLs)
- Energy-saving showerheads
- Installation performed by a trained expert to ensure best placement
- No additional obligation

Simple. Smart. Free.
Call 1-888-553-SIMPLE or visit www.SimpleStepsNW.com/utility/richland to schedule your free installation!




Offer valid while supplies last. Limit two showerheads per household.



New product opportunities

- More diversity in CFLs?
- More diversity in showerheads?
- Lighting controls (motion sensor, dusk/dawn)
- LED luminaires (fixtures)
- LED bulbs
- Other?

Sales volumes and allocations

- Are you getting the volumes you want now?
- Should strategy be modified for FY12?
- Does the flexibility of this program help or hinder your budget management?
- Other comments?

Utility recommendations

What do utilities want?

- Areas for improvement . . .
- New opportunities to explore . . .
- Products you'd like to see added . . .

Contacts

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