

BPA residential products promotion

Frequently Asked Questions

February 2010

BPA is expanding its residential program based on new opportunities outlined in the Northwest Power and Conservation Council's (Council) draft Sixth Power Plan. The Council's draft plan includes opportunities for compact fluorescent light bulbs (CFLs), as eligible measures for 2010-2012. The draft plan also includes a high target for low flow showerheads (2.4 million units).

Change-a-Light Northwest (CAL), BPA's regional CFL promotion implemented by PECEI, expires on March 31, 2010 and will be replaced on April 1, 2010 with an expanded opportunity for CFLs, light fixtures, showerheads and other measures. These opportunities will be delivered through retail markdown, builder channel promotions, direct install and more. The contract for this new promotion was awarded to Fluid Market Strategies on January 11, 2010. PECEI will continue to provide all CAL promotional assistance to participating utilities through March 31. Fluid Market Strategies will provide retail and builder-channel opportunities to replace the current CAL model effective April 1, 2010.

Recommendations from the Council's Conservation Resource Advisory Committee include an emphasis on direct installation for low income residents, rural service territories, or other sectors with low CFL adoption rates. To address this recommendation, BPA Energy Efficiency is launching opportunities for BPA customer utilities, state low income programs, Community Action Programs (CAPs), tribes and other potential partners to ramp up direct install opportunities for both CFLs and showerheads to continue through 2011.

Q. We heard that CFLs were done were not going to be supported under the Sixth Power Plan. What changed?

A. Because of feedback from utilities and conservation groups around region, the Council made the decision to keep CFLs in the draft Sixth Power Plan. There is an expectation that this will be for a limited time. BPA is encouraging utilities to make CFLs and showerheads a high priority for fiscal years 2010 and 2011, with an emphasis on direct-install models.

Q. Why are direct-install showerheads being promoted in tandem with direct-install CFLs?

A. BPA reimbursement for direct-install CFLs is \$4.00 for a standard twister and \$5.50 for a specialty CFL. These reimbursement rates were set to provide enough funding to support the costs of energy efficiency installers to visit homes and install 10-20 CFLs (total reimbursement for 20 CFLs = \$80). Installing a showerhead at the same time leverages the CFL reimbursement, helping to pay for the time to install the showerhead. Installing a showerhead alone provides a total reimbursement of only \$12, not enough to cover the costs of an installers' time in the home.

Q. How will this new regional promotion help utilities with direct install programs?

A. Fluid Market Strategies will provide a menu of tools including bulk purchase opportunities, assistance with installer recruitment, installer training, data collection and more. Additional details will be provided at the Energy Smart Awareness Brown Bag event on Feb. 3, at the Utility Energy Efficiency Summit on March 17-18, on the BPA Web site and via other communication channels to be determined.

Q. I don't have any Big Box stores in my service territory. Why should I sign up for this new promotion?

A. This new promotion will include diverse options for delivering CFLs, showerheads, lighting fixtures and more in big-box, grocery, small hardware and builder supply retailers. It will also include bulk purchase options, direct install program models and other delivery options to assist utilities of all sizes.

Q. What if I have used up all or most of my CRC?

A. Contact your Energy Efficiency Representative to discuss additional funding opportunities utilizing the Energy Conservation Agreement (ECA).

Q. Will there be any changes to reimbursements or changes in the PTR?

A. Please see the October 1, 2009 Implementation Manual for changes.

Q. How will the direct install models work?

A. Fluid Market Strategies is also offering a menu of direct-install opportunities available to BPA utilities. These range from a full-service direct install model, to providing training and infrastructure support, to bulk purchase of CFLs and showerheads. These opportunities will be available as early as February 15, 2010. Please contact [Megan McCabe](#) at Fluid for more information.