

# Bonneville Power Administration New BPA regional promotion: CFLs, showerheads and more

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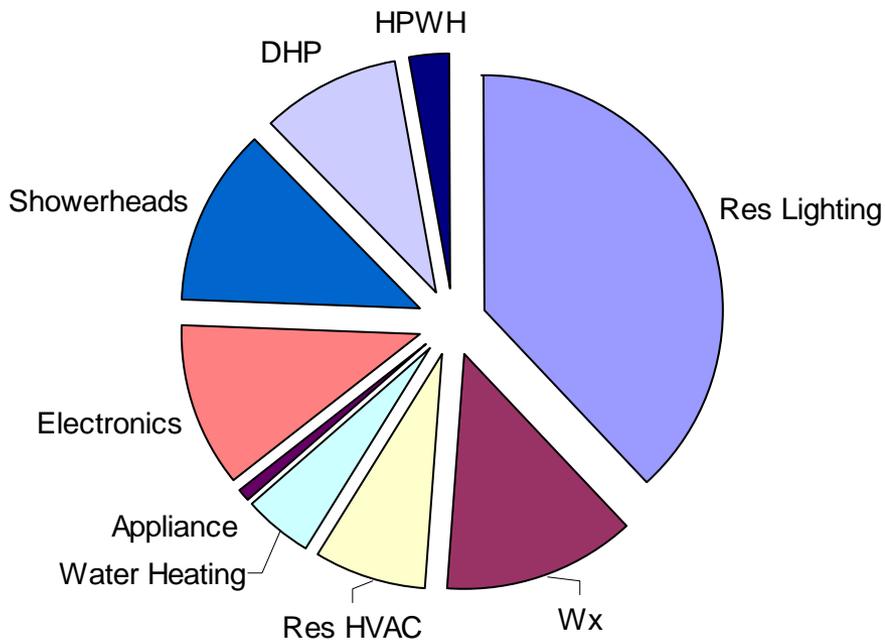


# Overview

- Residential share of the draft Sixth Power Plan
- What's happening to Change a Light Northwest?
- BPA's new regional promotion
- Timeline for adding new products
- Support for direct install programs



# Residential: draft Sixth Power Plan measures



Initiative	5 yr public share – aMWs	5 yr public share – units
Lighting	109	13,625,781
Weatherization	37	535,250
Res HVAC	22	66,552
Showerheads	36	2,445,618
HPWH	8	31,129



# CFLs in the Sixth Power Plan?

- CFLs are in the draft Sixth Power Plan
- Standard twisters still eligible
- May be limited to 2010-2012
- Focus on direct install, rural, low-income
- Want to leverage CFL reimbursement to get showerheads installed!



# What's happening to Change a Light?

- CAL continues through March 31, 2010
- Retail transitions April 1, 2010
- PECL and Fluid Market Strategies are coordinating transition
- Retailers and manufacturers notified
- New promotion expands past CFLs to include more products and savings
- Retail will include twisters, but will focus on specialty and showerheads



# BPA's new regional promotion

- Builds on the success of Change a Light
- Expand product mix at retail, more stores
- Include builder supply channels
- Create menu for direct install
- Provide bulk purchasing, direct mail
- Create online purchasing for territories with limited retail access



# Support for direct install programs

- Product procurement
- Product installation, training, data collection and distribution
  - Fluid team
  - Utility
  - Trades
- Verification and quality assurance
- Marketing
  - Utility marketing toolkit
  - Press releases



# Direct install models

- Product Acquisition
- Direct Installation
- Training
- “Home Snapshot”
  - Showerhead & CFLs
  - Lighting & Appliances audit
  - Unique Utility “mini-audits” can be negotiated



# Can we get started now?

- Yes, contact Megan at Fluid to:
  - Develop agreements
  - Coordinate
    - Procurement
    - Allocation
    - Training
  - Identify opportunities in your area



# Next steps

- Upcoming Brown Bags/presentations
  - March 3 Regional program update
  - March 17-18 Utility Energy Efficiency Summit
  - March 24 Retail program transition/launch
- Web site
- Direct install training materials, webinars
- Retail sales projections for budget planning



# Contact Information

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