

Simple Steps, Smart Savings

Presenters:

Sarah F. Moore, Residential Lead, Bonneville Power Administration

Megan Milliken, Program Manager, Fluid Market Strategies

June 7, 2012



Overview

- Simple Steps Update
- Retail promotion successes
- Existing and new POP
- New retail opportunities
- Next steps

Simple Steps Update

- Retail promotion
- Direct install
- Direct mail fulfillment
- Bulk purchase



Retail Promotion

Products

- 829 different promotional product SKUs
- 454 general purpose SKUs, 300 specialty SKUs, 70 showerheads, and 3 fixtures

Stores

- 942 participating store locations
- Retailers include: Safeway, Bi-Mart, Sam's Club, Fred Meyer, Lighting Showrooms, The Home Depot, Etc.



Retail Promotion Success

- Total Program kWh Savings = 249,065,454
- Total retail store locations in program = 942
- Total retail store visits = 11,914
- The number of retailers that carried showerheads increased by 368 stores from 2010



Current POP- sales pieces

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



SKU identifier



Fred Meyer shelf presentation

Current POP-educational

Choose. Use. Save.

Color Selection Guide

Light color is measured on a temperature scale called Kelvin (K).

Lower K = softer, warmer

Higher K = brighter, cooler

Softer				Brighter	
2700K	3000K	3500K	4100K	5000K	6500K
Warm White, Soft White		Bright White		Natural or Daylight	
Use in: <ul style="list-style-type: none"> • Living rooms • Bedrooms • Family rooms 		Use in: <ul style="list-style-type: none"> • Kitchens • Bathrooms • Hobby rooms 		Use in: <ul style="list-style-type: none"> • Garages • Basements • Reading & Sewing areas 	



Look for specially-priced products with this logo »

Learn more at www.SimpleStepsNW.com

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



Shelf dangler-color temperature

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)		•	•				•



Look for specially-priced products with this logo »

Learn more at www.SimpleStepsNW.com

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



Shelf dangler-CFL options

New POP-Sales



Shelf dangler
Size: 4.5 x 3



Shelf dangler-gradient
Size: 4.5 x 3

New POP-educational

How to choose your energy-saving bulb.

1 Choose your bulb

These are some energy-efficient options



2 Think lumens, not watts

The greater the lumens, the brighter the light

WATTS (INCANDESCENT-EQUIVALENT)	25	40	60	75	100
LUMENS (BRIGHTNESS)	275	450	800	1100	1600

3 Select your light's color

Light appearance ranges from warm to cool



4 Get the facts

The "Lighting Facts" label is now on every bulb package



5 Look for this logo

You can save on specially priced products



SimpleStepsNW.com
Brought to you by your local utility:

1 Choose your bulb

These are some energy-efficient options



CANDLE A-SHAPE GLOBE TWIST OUTDOOR REFLECTOR

3 Select your light's color

Light appearance ranges from warm to cool



2700K 3300K 4200K 5000K 6500K
 Warm White, Soft White Bright White Natural or Daylight

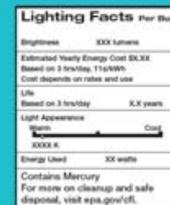
2 Think lumens, not watts

The greater the lumens, the brighter the light

WATTS (INCANDESCENT-EQUIVALENT)	25	40	60	75	100
LUMENS (BRIGHTNESS)	275	450	800	1100	1600

4 Get the facts

The "Lighting Facts" label is now on every bulb package



Pull down shade size: 4.88 x 16

Tear off pad size: 5 x 13

New Retail Opportunities

LEDs:

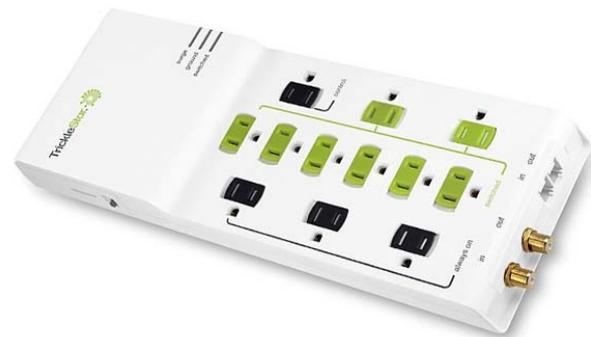
- Identify regional product specifications
 - Efficacy
 - Directional
- Define product options
 - Reflectors
 - Cans
 - Omni-directional
 - Fixtures
- Identify retail distribution
- Timeline- October 2012



New Retail Opportunities

Smart Strips:

- Review case studies
- Identify price points
- Installation survey
- Timeline- no residential deemed measure- 2013



New Retail Opportunities

Appliances (clothes washers, refrigerators)

- Gauge interest in regional markdown
- Review instant rebate options
- Identify applicable products
- Timeline- Late 2012



New Retail Opportunities

Lighting Controls (dimmers, timers, sensors)

- Identify applicable products
- Review case studies
- Develop savings estimates
- Timeline- reviewing products in-store, no deemed measure



Next Steps

- Survey completion!

<https://www.surveymonkey.com/s/S4POP>

- POP retail test
- 2013 retail planning
- Questions?



Contact Information

Megan Milliken
Program Manager
Fluid Market Strategies
mmilliken@fluidms.com
503.808.9003

Information to be updated at:
<http://Partner.SimpleStepsNW.com>

Sarah F. Moore
BPA Residential Lead
Bonneville Power Administration
sfmoore@bpa.gov
503.230.4157

