



How is the Retail Sales Allocation Tool Currently Used?

Below is a list of ways the RSAT is being utilized in the region. These uses were reviewed and approved by a group of regional utility stakeholders in attendance at the BPA Residential Regional Program Partners monthly coordination calls during 2013 and 2014.

Uses 1-5 were reviewed and approved by BPA and RSAT utility stakeholders - March 13, 2013.

- 1. NW Lighting Trade Ally Network website (Commercial/Industrial) – zip code list only (Requestor: NEEA/BPA)** The NW TAN web site supports a search function that help Lighting Trade Allies know whose service district they are working within.
- 2. Energy Forward Initiative Point of Purchase materials - Retail allocation percentages (Requestor: NEEA)** NEEA used the RSAT to inform the utility logo combinations for their in-store point-of-purchase materials for the Energy Forward TV initiative. NEEA is not proposing to change the methodology for distribution of TV savings. The RSAT Stakeholder group recommended that NEEA use the appliance allocation.
- 3. TV Initiative Marketing Evaluation – specific store demographic information (Requestor: NEEA)** NEEA requested specific store demographic information to assist in the evaluation of marketing activities from 2012 and 2013 with the Energy Forward TV initiative.
- 4. RMCC: It's A Good Place to Be website – zip code list only (Requestor: NEEA)** NEEA's Regional Marketing Coordinating Council (RMCC) requested to use the zip code information to drive the accuracy of the "It's a Good Place to Be" website with utility-customized pages.
- 5. NW heating/cooling zones w/utility overlay – zip code list (Requestor: NW Power and Conservation Council)** The NW Power and Conservation Council requested to use the zip code list to more accurately link the heating/cooling zones to specific utilities. The results are not intended to be public information, but more of resource for the RTF to use when someone asks "which zone is my utility in"?



**Requests reviewed and approved by BPA and RSAT utility stakeholders –
July 10, 2013.**

6. Research Into Action evaluation of NEEA’s TV initiative – RSAT infrastructure data (Requestor: NEEA)

Research Into Action and NEEA requested access to data that is the engine (analytics) of the RSAT, including customer demographics, to assist them in evaluating the effectiveness of some of the Energy Forward Campaigns marketing tactics.

**Requests reviewed and approved by BPA and RSAT utility stakeholders –
Aug. 14, 2013.**

7. NW Ductless Heat pump promotion with Sears – RSAT allocations (Requestor: NEEA)

NEEA requested approve to use the RSAT allocations to more accurately assign utility logos to in-store materials promoting Mitsubishi DHPs in 32 Sears’ stores across the NW. NEEA will seek utility approval prior to adding logos to the POP. HVAC technology has not yet been included as a product category in the RSAT, however, utilities felt that the White Goods allocation was a “close enough” analog.

**Requests reviewed and approved by BPA and RSAT utility stakeholders –
April – Sept. 2014.**

8. Notification that BPA will use the RSAT for Simple Steps, Smart Savings and for the development of optional midstream appliance measures in FY15

After two years of utility stakeholder and quality review, BPA determined that the RSAT provided more accurate sales allocations than the former Change A Light retail lighting allocations and noticed utilities that the Simple Steps, Smart Savings program would incorporate the 2015 RSAT allocations for FY15 (beginning October 2014). BPA also sought utility feedback on using the 2015 RSAT to implement optional midstream appliance measures to be offered in April 2015. Utility stakeholders approved these uses.