

Change a Light Northwest Specialty CFL Promotion

Program Overview



Why Program Changed

- Sufficient sales – 20%
- Majority of sales outside program
- Prices looked fine
- Most OR homes had at least 1 CFL
- 15% of sockets are the majority of load
- Let code regulate the rest away

Program Overview

Change a Light Northwest Specialty CFL Promotion has been running since Oct. 2007

Changes to the 2008-2009 program include:

- No Start / Stop – promotion continues for one full year
October 1, 2008 – September 30, 2009
- New Retail Locations – no longer limited to “Big Box”
Reaching out to rural and smaller markets
- New Product Offerings – increased specialty SKUs
- Bulk Purchase Options
- Increased Marketing and Program Awareness

Goals of the Change a Light Program






A Consumer Training Program

- The program is designed to help consumers understand and recognize different types of CFL lighting available and match the correct CFL to the correct application
- Educate public on CFLs benefits and dispel CFL myths and decades of bad press
- Introduce new CFL innovations
- Reach difficult markets and break market barriers

Specialty Bulb Criteria

- **Basic Criteria**
 - Must be Energy Star labeled (or meet the 4.0 Energy Star criteria – December 2008) and have undergone testing to prove performance
 - All reflectors must pass a lifetime elevated temperature test (PNNL or 3rd Party)
 - Program does not support the T3 standard CFL (replacement for a standard 60-100 watt, 2700K incandescent)
 - Must be approved by the BPA and participating utilities
- **Bulb Application**
 - Bulbs are used for a specific use or non-standard application
 - The application is a direct replacement for an incandescent equivalent
- **Bulb Availability**
 - Products that may not be widely available at retail locations without an added incentive
 - Incentive drives better product placement with dedicated end-caps and ad space
 - The product is not understood without education or will not be purchased without incentive
- **Bulb Price**
 - Price point is high and cost prohibitive for consumer to replace incandescent
 - Incentive reduces cost barrier for purchase

Product Offerings

Bare Products	Covered Products			Reflector Products (must pass PNNL or 3rd party high heat test)
T2-Twist Daylight 3 -Way	A-lamps A-Shaped A-19	Globe G25, G30, G40	Candelabra Torpedo Outdoor Post Bullet	Flood Lamps Indoor and Outdoor R20, R30, R40, PAR38
				

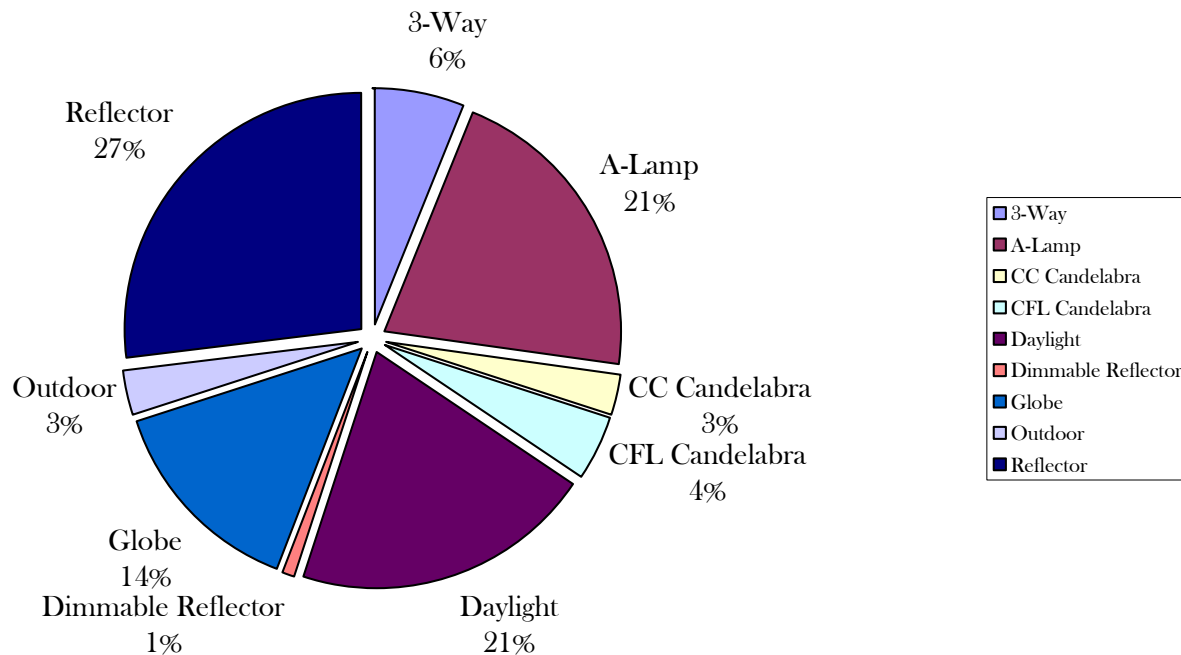
Product Offerings and Rebate Amounts

Item	Description	Unit	Utility Cost*
1	Globe	each	\$2.15
2	Reflector	each	\$2.65
3	3-Way	each	\$2.65
4	A-Lamp	each	\$2.15
5	CFL Candelabra	each	\$2.15
6	Cold Cathode Candelabra	each	\$2.65
7	Daylight (Bulk)	each	\$1.40
8	Daylight	each	\$2.15
10	Reflector (Bulk)	each	\$2.15
11	Outdoor Lamp	each	\$2.65

*Price includes markdown plus \$0.40 per bulb administrative fee

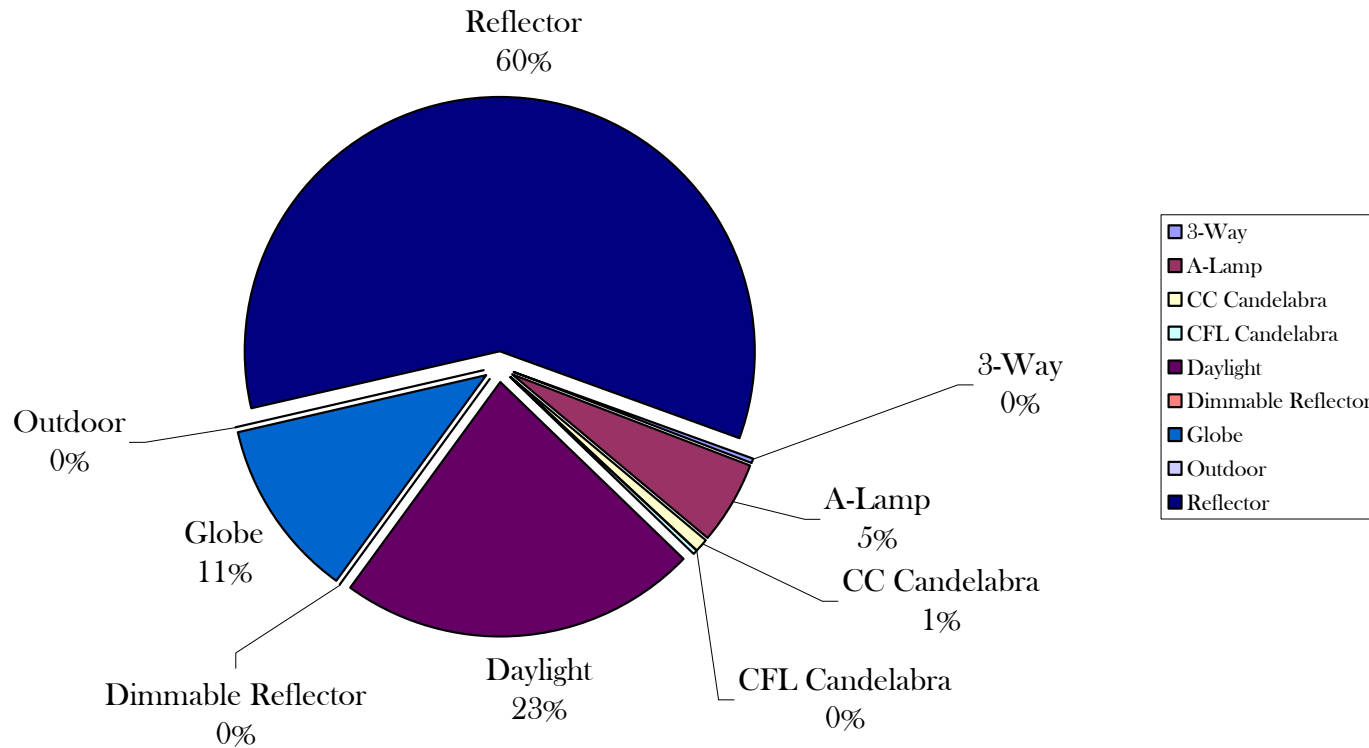
Energy Trust Product Distribution

Product Selection



Energy Trust Product Distribution

Energy Trust Sales By Type



2008 results

- Incented over 1 million specialty bulbs
- 47 million kWh

Thank You

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