

A Generic Logic Model for NEEA’s ENERGY STAR CFL Lighting Program (Northwest ENERGY STAR)

Situation	Inputs	Activities	Outputs (=“activity indicators”)	Outcomes—Short Term (= “market progress indicators”)	Outcomes—Longer Term (= “market progress indicators”)	Impact
<i>The context and need that gives rise to an initiative</i>	<i>The resources, contributions, and investments made in response to the situation (allow for activities)</i>	<i>What you do with your inputs (lead to outputs)</i>	<i>The desired outputs (tools, materials, plans, etc.) from your activities (lead to outcomes)</i>	<i>The results and benefits</i>	<i>The results and benefits</i>	<i>Changes in the market resulting from the preceding outcomes</i>
<i>Barriers & Opportunities must either be shown in this column or below the chart.</i>	<i>In order to accomplish our set of activities we will need the following:</i>	<i>In order to address our problem we will conduct the following activities:</i>	<i>We expect that if completed or underway these activities will produce the following evidence:</i>	<i>We expect that if completed or ongoing these activities will lead to the following changes in 1-3 years</i>	<i>We expect that if completed or ongoing these activities will lead to the following changes in 4-6 years</i>	<i>We expect that if the preceding outcomes are achieved, activities will lead to the following changes in 7-10 years</i>
<p><i>Barriers:</i> Describe barriers & opportunities here or below. Make sure that activities address these.</p> <p>High price (compared to incandescents)</p> <p>Limited manufacturers</p> <p>Limited availability (not in all retail stores where consumer buy light bulbs)</p> <p>Lack of awareness of benefits (long life, lower price)</p> <p>Low satisfaction—light quality, color, application etc.</p> <p><i>Market Opportunities:</i></p> <p>With limited manufacturers, have fewer points of leverage</p> <p>Huge potential for energy savings</p> <p>Frequent consumer purchase at relatively lower cost</p>	<p>Staff Program Lead (overall project planning, goal setting & project management, utility communications, national coordination)</p> <p>Contractor services --retail/mfr outreach & support --utility coordination --marketing & promotion</p> <p>Product (the thing being “sold”)</p> <p>Market Actors - Retailers - Manufacturers - Consumers - ENERGY STAR (DOE & EPA)</p> <p>Budget (for utility coordination, retail support and marketing, etc.)</p> <p>Utilities --coordinated retail promotion --consumer education</p>	<p>List all activities you will conduct to address the situation/barriers/opportunities, and which will theoretically result in the outcomes specified in the model. Include activities addressing all key market actors.</p> <ul style="list-style-type: none"> ■ Leverage utility incentives with manufacturers and retailers ■ Support consumer education ■ Support in-store merchandising and sales staff training on benefits ■ Influence national specifications for ENERGY STAR and quality assurance/product testing efforts ■ Track retail CFL sales ■ Leverage retail/manufacture promotional efforts and resources ■ Focus on mass market via big-box retail, then smaller market channels 	<p>Field representatives to support retailer merchandising of ENERGY STAR CFLs, coordinate in-store activities</p> <p>Offer cooperative marketing support to retailers</p> <p>Program-designed point-of-purchase in-store collateral</p> <p>Regional CFL buy-down promotion (leverages utility incentives)</p> <p>Leverage ENERGY STAR Change-A-Light national campaign in marketplace (retailers/mfrs)</p> <p>As market matures, coordinate in-store support via manufacturer representatives (natural market actor)</p> <p>Support PEARL/third-party quality testing</p>	<p>Consumers demonstrate increased awareness of CFLs</p> <p>Price points decrease</p> <p>Purchase rate reflects increased demand by early adopters</p> <p>Large volume/big-box retailers begin to offer product</p> <p>More manufacturers enter the market with new product</p> <p>Consumers indicate intent to purchase again (<i>repeat purchase</i>)</p> <p>Significant measurable kWh savings</p>	<p>Consumer satisfaction continues to increase</p> <p>Market actors actively promoting ENERGY STAR CFLs as evidenced by their marketing and positioning</p> <p>CFLs are widely available in multiple/traditional retail channels</p> <p>Purchase rate increase reflects mainstream acceptance</p> <p>CFL distribution and quality improves in other parts of the country</p> <p>Industry supports and DOE adopts third-party testing QA</p>	<p>Socket penetration grows steadily (to 50%?) without NEEA intervention</p> <p>Consumers indicate they can buy CFLs anywhere they shop for lighting</p> <p>Ave. price remains below \$2 per bulb</p> <p>All major lighting manufacturers regularly produce full line of CFLs (range of wattage, some speciality)</p> <p>CFLs gain mainstream “status”</p>

-----As delivered/documented by Implementation-----|-----As measured/validated by Evaluation-----

- External Environment (including politics, climate, socio-economic factors, market forces):
- Green wave highlights CFLs as easy/low-cost solution
 - Lots of media attention due to Wal-Mart commitment to sell 100MM CFLs
 - Federal & state initiatives to increase efficacy levels for general purpose lighting (eg. “ban” incandescents)

Source: Northwest Energy Efficiency Alliance