



Change a Light Northwest Specialty CFL Promotion 2008/2009



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Program Overview

Change a Light Northwest is a continuation of the Big Box Specialty CFL Promotion that was run in 2007 with a few changes:

- No Start and Stop – promotion runs one full year
October 1, 2008 – September 30, 2009
- New Retail Locations – no longer limited to “Big Box”
- New Product Offerings – increased specialty SKUs and T2 Twisters (in limited quantities)
- Bulk Purchasing Options
- Increased Marketing and Program Awareness



Program Results

- **2007 Program**
 - January 2007 – December 2007
 - 1,759,095 bulbs sold
 - 61,568,325 kWh savings
- **Spring / Summer 2008 Program**
 - January 2008 – July 2008
 - 2,131,228 bulbs sold
 - 77,189,989 estimated kWh savings
- **Future Program – Goals**
 - August 2008 – September 2009
 - 5,668,940 estimated bulb sales
 - 197,282,705 estimated kWh savings



Contracts

Contracts are signed between the Utility and PECL. All signed utilities are considered equal partners in the program.

- All utility partners will receive an estimated sales sheet for entire year and a proposed allocation matrix for all retailers in their service area.
- Administration fee will continue to be \$.40 per bulb, which will cover all program coordination, marketing, field services and administrative costs.

Existing Utility Partners – 2 Choices:







- Create a year long Amendment to existing contract
- Create a new year long contract

New Utility Partners:

- Create a new year long contract



Product Overview

Bare Products	Covered Products			Reflector Products (must pass PNNL or 3 rd party high heat test)	Specialty LED
Standard Spirals (T3, T2) Day-Light 3-Way	A-lamps A-Shaped A-19	Globe G25, G30, G40	Candelabra Torpedo Post Bullet	Flood Lamps Indoor and Outdoor R20, R30, R40, PAR38	LED Holiday lights (decorative lighting strings)
					



Bulb Incentives and Not-to-Exceed Prices

Description	Unit	Incentive Amount	Not-To-Exceed End Retail Price
Standard Spirals (T2)	each	\$1.25	\$2.00
Globe	each	\$1.75	\$8.00
Reflector	each	\$2.25	\$8.00
Multi-pack Reflector	each	\$1.75	\$3.00
3-Way	each	\$2.25	\$8.00
A-Lamp	each	\$1.75	\$8.00
CFL Candelabra	each	\$1.75	\$6.00
Cold Cathode Candelabra	each	\$2.25	\$6.00
Daylight	each	\$1.75	\$4.00
Multi-pack Daylight	each	\$1.00	\$2.00
Dimmable Spiral	each	\$2.25	\$8.00
Dimmable Reflector	each	\$2.25	\$14.00
Outdoor Lamp	each	\$2.25	\$8.00



Retail Overview

Current Retail Partners :

- Costco
- Home Depot
- Lowes
- BiMart
- Fred Meyer
- Albertsons
- Jerry's

Adding soon:

- Bed Bath and Beyond
- Wal-Mart
- Haggen's
- Sam's Club
 - (Idaho and Montana only)
- Grover's
- Moscow Hardware
- Ziegler's

Program Strategy

- **Projections**
 - All utilities are provided with a full projection of possible bulb sales
- **Allocations**
 - Allocation of sales are determined through a in-depth analysis of the market (see next slide)
- **Invoicing**
 - Invoicing includes all monthly bulb sales, utility markdown costs and inclusion of a \$0.40 per bulb administrative fee
- **Sales data**
 - Complete monthly sales data are provided (see slide for example)
- **Custom reporting**
 - We can design and provide almost any custom reporting needed by the utilities (see slide for example)

Allocations

- The allocation process involves an analysis of the location of each store, as follows:
 - Locations squarely in the utility service area are allocated 100% to that utility.
 - Locations on the fringes, which are likely to attract customers served by another or multiple utilities are allocated to the utilities based on:
 - The extent of reach of that location based upon retailer type (e.g. Warehouse stores pull traffic from a wider geographic area than, for instance, a local grocer)
 - Proximity to the utilities service area
 - Proximity of like retailers
 - Topographical conditions
 - Analysis of utility market share and the population densities of the utility/utilities serving the areas contiguous to the retail location
 - Estimates provided by field services and/or retail store managers
 - Full audit of allocation data will be conducted by field services on a yearly basis
 - Negotiations with, and the agreement of the affected utilities



Invoice Template

INVOICE # 511 - 111 - 068

Please Remit Payment to:
 PECI
 1400 SW 5th Avenue Suite 700
 Portland, OR 97201

TO: Utility Name
 Attn: Processor
 c/o: Contact
 123 Somewhere
 Anywhere, USA 99999

Statement Date: 07/25/2008

Project: Change a Light Specialty Bulbs Promotion	PECI Contract: 511	Period: June 2008
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Product	Unit Markdown	Total Summer 2008 Bulbs	June Bulb Sales *	June Markdown	Unit Admin Cost	June Admin	June Total Cost
3-Way	\$2.25	25	11	\$24.75	\$0.40	\$ 4.40	\$ 29.15
A-Lamp	\$1.75	868	428	\$749.00	\$0.40	\$ 171.20	\$ 920.20
CC Candelabra	\$2.25	145	62	\$139.50	\$0.40	\$ 24.80	\$ 164.30
CFL Candelabra	\$1.75	0	0	\$0.00	\$0.40	\$ -	\$ -
Day light	\$1.75	2,379	562	\$983.50	\$0.40	\$ 224.80	\$ 1,208.30
Dimmable Reflector	\$2.25	1	0	\$0.00	\$0.40	\$ -	\$ -
Globe	\$1.75	3,196	573	\$1,002.75	\$0.40	\$ 229.20	\$ 1,231.95
Outdoor	\$2.25	40	0	\$0.00	\$0.40	\$ -	\$ -
Reflector	\$2.25	7,478	3,772	\$8,487.00	\$0.40	\$ 1,508.80	\$ 9,995.80
T2 Twist	\$1.25	0	0	\$0.00	\$0.40	\$ -	\$ -
Daylight #2	\$1.00	8,397	2,286	\$2,286.00	\$0.40	\$ 914.40	\$ 3,200.40
Totals		22,529	7,694	\$13,672.50		\$ 3,077.60	\$ 16,750.10

*total bulbs are rounded to the nearest whole

Total Amount Due for June	\$ 16,750.10
Left in Total Budget to date:	\$ -
(If applicable)	

SIGNATURES

Prepared By: _____
 Loretta Seaman
 Accounting Manager

Approved By: _____
 Susan Marquard
 Senior Program Manager





Sales Data

23 24 25 26 98

BPA Change a Light Specialty Bulb Promotion 2008
Total Sales for BPA, June 2008

Albertsons					SKU HERE	Per pack:				#/A	#/A			
Store ID	Street	City	St	% Split	Jun	Jul	Aug	Sept	Total Packs	Total Bulbs	Total Utility Split (Bulbs)	June Total Bulbs		
Albertsons #126	640 Hwy 16	Emmett	ID	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #130	911 E Main St	Hailey	ID	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #131	1410 W Park Plaza	Ontario	OR	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #139	1221 Addison Avenue	Twin Falls	ID	20%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #159	330 E Benton	Pocatello	ID	25%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #163	1295 Parkway Blvd	Blackfoot	ID	30%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #168	405 S 8th	Payette	ID	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #213	1320 Lee Blvd	Richland	WA	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #221	705 N Ruby St	Ellensburg	WA	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #225	450 N Wilbur Ave	Walla Walla	WA	90%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #239	401 S 40th Ave	Yakima	WA	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #241	400 Bridge St	Clarkston	WA	15%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #244	1128 N Miller	Wenatchee	WA	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #249	1610 W Lincoln	Yakima	WA	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #252	690 Gage Blvd	Richland	WA	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #253	5204 W Clearwater	Kennewick	WA	80%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #514	2005 Circle Dr	Corvallis	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #528	615 SW Keck Dr	Mcminnville	OR	85%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #532	1218 W 6th St	The Dalles	OR	5%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #536	25691 SE Start	Troutdale	OR	5%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #555	1177 Waverly Dr SE	Albany	OR	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #562	5450 River Rd North	Keizer	OR	50%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #563	12102 SE Division	Portland	OR	5%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #587	1800 NE 3rd St	Bend	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #588	61155 S Hwy 97	Bend	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #589	1655 SW Odem Medo	Redmond	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #592	2108 W Main St	Battle Ground	WA	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2004	600 Fee St	Helena	MT	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2007	1301 Harrison Ave	Butte	MT	15%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2008	3151 N Montana	Helena	MT	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2015	415 Blaine	Wolf Point	MT	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2022	1300 E Park Ave	Anaconda	MT	15%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2023	307 N Harmon	Glendive	MT	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2033	501 W Main	Cut Bank	MT	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Albertsons #2039	519 S Haynes	Miles City	MT	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
TOTALS					0	0	0	0	0	0	0	0		

3Way1 Total

Bed Bath and Beyond					SKU HERE	Per pack:				#/A	#/A			
Store ID	Street	City	St	% Split	Jun	Jul	Aug	Sept	Total Packs	Total Bulbs	Total Utility Split (Bulbs)	June Total Bulbs		
Bed Bath and Beyond #314	1220 N Columbia Center Bc	Kennewick	WA	80%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #319	95 Oakway Center	Eugene	OR	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #478	1725 NW 9th Street	Corvallis	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #760	511 Valley Mall Parkway	Wenatchee	WA	100%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #812	63455 N Highway 97	Bend	OR	40%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #1114	1732 Hurley Dr	Pocatello	ID	25%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #1127	6180 Ulali Dr Ne	Keizer	OR	30%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #1165	9306 NE 5th Ave	Hazel Dell	WA	7%	0	0	0	0	0	#N/A	#N/A	#N/A		
Bed Bath and Beyond #1168	2027 Cromwell-Dixon Ln	Helena	MT	10%	0	0	0	0	0	#N/A	#N/A	#N/A		
TOTALS					0	0	0	0	0	0	0	0		

Globe21 total





Custom Reporting

Bulbs Sold		Sale_Date					
State of Sale	Retail Chain	1/1/2008	2/1/2008	3/1/2008	4/1/2008	5/1/2008	6/1/2008
ID	BIMA	101	143	56	47	66	49
	COST	45,494	20,638	13,210	17,372	23,764	12,382
	FRED	0	0	276	538	315	209
	HOME	2,682	2,572	3,357	4,217	1,674	1,848
	LOWE	0	3,708	8,341	3,344	3,527	739
	ID Total		48,277	27,061	25,240	25,518	29,346
MT	COST	46,574	18,848	12,580	15,018	27,424	12,484
	HOME	1,149	1,084	1,303	2,095	1,951	1,009
	LOWE	0	1,754	2,282	3,448	1,337	783
	MT Total	47,723	21,686	16,165	20,561	30,712	14,276
OR	BIMA	16,785	9,767	10,401	6,472	5,164	4,522
	COST	156,598	108,886	66,348	52,416	71,804	79,772
	FRED	0	0	1,624	3,979	4,074	2,916
	HOME	7,333	5,608	6,358	12,787	6,140	7,171
	LOWE	0	6,262	14,569	3,504	4,509	3,558
	OR Total	180,716	130,523	99,300	79,158	91,691	97,939
WA	BIMA	2,456	1,498	1,647	1,062	726	700
	COST	284,368	184,000	67,134	52,616	81,886	47,704
	FRED	0	0	1,521	3,348	4,228	2,257
	HOME	5,368	4,720	4,770	9,561	6,276	5,748
	LOWE	0	12,016	32,794	13,918	11,531	3,392
	WA Total	292,192	202,234	107,866	80,505	104,647	59,801
Grand Total		568,908	381,503	248,570	205,742	256,396	187,243



Marketing


- Point of purchase (POP)
- Seasonal marketing
- Website
- Outreach opportunities

Point of Purchase

BPA CHANGE A LIGHT Marketing Materials

THANKS FOR YOUR SUPPORT!

Program materials are available upon request. Simply complete this form and submit by mail or fax.

MARKETING MATERIALS	QTY
<p>2" x 4" Web graphic Increase online program awareness by placing the graphic on web pages.</p> 	
<p>4.75" Booklet Provide customers with this full color educational takeaway piece.</p> 	
<p>18" x 27" Poster Carry program savings messaging to consumers with full color posters.</p> 	
<p>6" x 2' Banner Use indoor/outdoor banners at promotions and events.</p> 	
<p>6" In-Store Shelf Sign Educate consumers which bulb is best suited for usage.</p> 	
<p>7" x 11" In-Store Aisle Talker Display full color signs at retail locations to inform consumers of special pricing.</p> 	



In-Store Shelf Sign
(CANDLE Panel demonstrates proper placement of bulbs for maximum performance and energy saving messaging.)

Brought to you by:



NAME _____ COMPANY _____
 SHIPPING ADDRESS _____ CITY _____ STATE _____ ZIP _____
 PHONE NUMBER (____) _____ E-MAIL ADDRESS _____

SUBMIT YOUR ORDER TO:
 BPA CHANGE A LIGHT MATERIALS 1400 SW 5th Avenue suite 700 Portland, OR 97201 Phone: (503) 248-4636 Fax: (503) 295-0820





Seasonal Marketing

The advertisement has a warm orange background. On the left, a glowing outdoor lamp is shown in a circular frame. The text "Change a Light Change the world." is in the top left corner. The main headline "LET THERE BE LIGHT" is in large, white, bold letters. Below it, the text "Consider outdoor reflector lamps and post lamps for your patio." is written in a smaller font. At the bottom of the ad, the slogan "Save Now. Save later." is displayed in green. The background of the ad shows a dark, textured wall with a recessed light fixture.



changealightnw.com



Website

www.changealightnw.com

Username: peci

Password: Bpa08





Outreach Opportunities

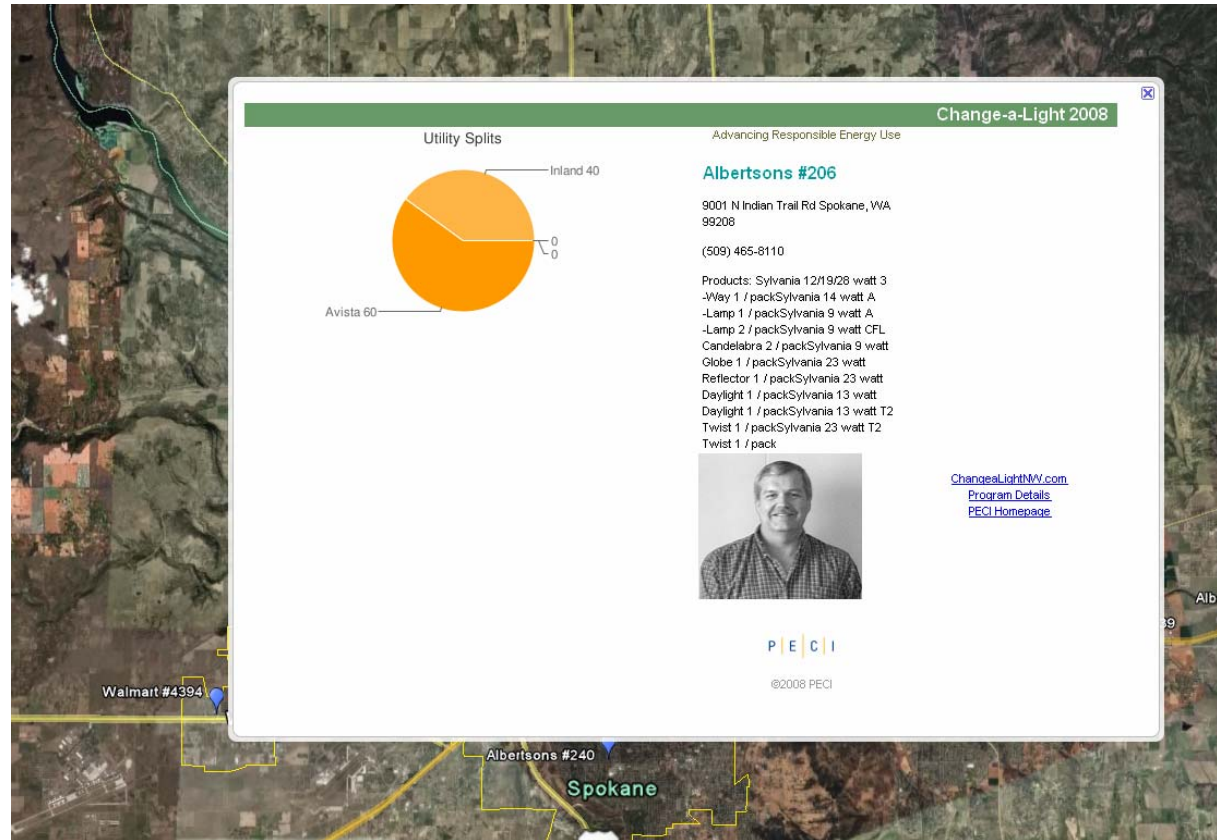




Outreach Opportunities



Field Services





CRC Standard Offer on CFL Light Bulbs

Requirements and Specifications

- Each installed CFL must be ENERGY STAR-rated and wattage must be more than 5 Watts.

Documentation Requirements (If any specifically required)

- Documentation for CFLs reported through C/IL must adhere to the C/IL documentation requirements. The following is required for CFL measures claimed outside the C/IL:
 - Vendor invoice to customer with the number, type and wattage of bulbs purchased
 - The number of bulbs distributed (e.g., given out at an event, coupon program, retail markdown program, etc.)
 - Alternate method of distribution (e.g., high bill complaints, over-the counter, etc.)

Reimbursement Strategies and Levels

- BPA will provide a credit/reimbursement of \$2.50 per CFL.

Please consult with your BPA EER on the CRC available to your utility.





Thank You

For more information, please contact:

Juan Carlos Blacker
(503) 961-6129
jcblacker@peci.org

