Northwest Region

- Key organizations:
  - Northwest Energy Efficiency Alliance
  - Bonneville Power Administration
  - Energy Trust of Oregon
  - Regional utilities
Important topics to our region

• **Market Transformation**
  – Long term market change
  – New markets (grocery, drug, rural areas)
  – Evaluation and market research

• **Product Quality and a “Life cycle” view**
  – PEARL
  – CFL disposal
  – CFL replacement

• **Advances in Technology**
  – New fixtures
  – Application specific products *(R-lamps that work)*
NW Market Segmentation

- Aware of CFLs?
- Purchased CFLs?
- Purchased CFLs more than once?
- Likely to purchase in the future w/o incentive? Likely to replace a burnt-out CFL w/ a CFL?

Customer Awareness and Purchaser Segments

- CFL Purchasers 32%
- Aware/ not used CFLs 33%
- Unaware of CFLs 32%
- Received CFLs in the Mail only 3%
- 1-time only 8%
- Repeat 12%
- Adv adopter 11%
- Likely to purchase in the future w/o incentive 35%
Barriers to CFL Purchase

Reasons Not Purchased CFLs

- Costs too much
- Lack of info
- Availability/diversity
- Unconcerned with EE
- Don't like light quality

Current n=557, wave 3=168, wave 2=166, wave 1=316
*Comparing only “like” categories
2005-2006

- Regional push on new construction
  - How do we engage the showrooms and electrical wholesale houses on ENERGY STAR lighting to new construction?
- Major retail promotion in the region
  - Major Change A Light promotion to help reach the other 2/3 of consumers
  - “Goose the market”
Utility and ETO programs

• **Fixture rebates**
  - Clark PUD
  - Energy Trust of Oregon
  - Eugene Water and Electric Board
  - Puget Sound Energy
  - Seattle City Light
  - Snohomish PUD
  - Tacoma Power

• **CFL programs**
  - Entire region (all utilities)
    - Buy-down
    - Coupons
The buy-down (~1 million bulbs)

- Searching for good regional coverage, rural marketplaces, expansion into grocery, price points on 18 watt and higher at $0.99 or less per unit for consumers.

- Copies of the Request for Proposal available today if your company did not obtain one.

- Attend breakout meetings to discuss
  - If you do not have a meeting scheduled please see me following.
Other sessions with NW

- Succeeding with new construction lighting (Tuesday 11-12)
- Lighting Recycling (Tuesday 2-3)
- Showrooms and Electrical Distributors (Wednesday 1-2)