Understanding RSL & Opportunities for Regional Partnerships

March 2006
RSL Provides measurement from a few different angles to EPA/DOE on the presence of ENERGY STAR at targeted national retail chains

Provides EPA/DOE with tangible data points to work with manufacturers to improve the extent and accuracy of product labeling

Provides a mechanism that EPA/DOE can monitor the effectiveness of targeted special campaign promotions (Ex: Change a Light)
What RSL Isn’t

RSL is not aimed at evaluating regional program effectiveness

- Limited number of observations
- Focuses on metro areas rather than program regions
- Does not account for the wide variety of regional program offerings
- Does not represent the full breadth of regional retail program participants
- Does not necessarily focus on all products included in regional program offerings
Sales Staff Evaluation

- “Typical” Consumer Experience
- Broadly focused on ENERGY STAR not individual training initiatives

Display Check Inventory

- Limited Scope (specific retailers, limited observations)
- Captures if individual POP was developed by an EEP, but does not currently track prevalence of distinct program materials

Product Shelf Inventory

- Limited retailers
- Limited, Varying Product Mix
RSL – Regional Opportunities

- RSL provides a unique opportunity for regional programs to build upon and/or customize within regions to capture specific data important to particular programs.
- Scope could be expanded for specific regions.
- Allows for greater coordination between regional programs and national efforts.
RSL Components Can Be Customized for Individual Program Sponsor Needs:

- **SSE**: Determine Specific Regional Program Training and/or Sales Associate Knowledge

- **DCI**: Quantify the Prevalence and Use of Particular Program Materials

- **PSI**: Capture Detailed Product Level Data on Specific Products Promoted By EEPs (Label Information, Price)