

Nevada Power's Hispanic Outreach Campaign

ENERGY STAR® Presentation: Lighting Partner Meeting March 3, 2006

Presenter:
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Nevada Power/ Sierra Pacific Power Cos.

Objective: reach and teach Nevada Power's Latino customers about ENERGY STAR/energy efficiency

Why?



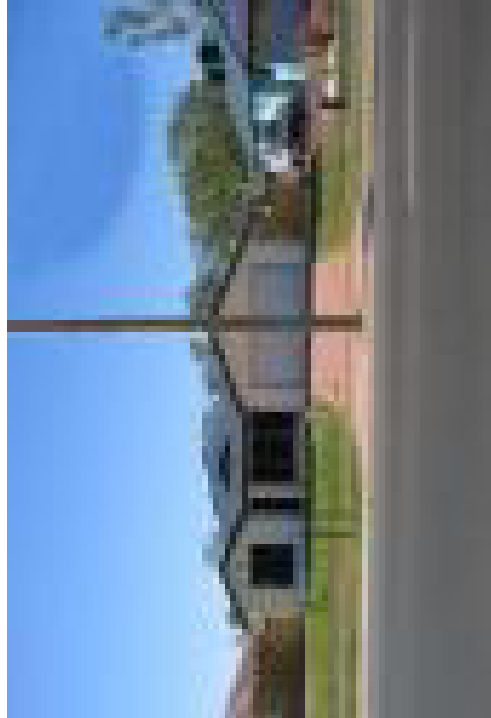
Objective: reach and teach Nevada Power's Latino customers about ENERGY STAR/energy efficiency

Why?

- *Approx. 25% of the population and growing*
- *64% of survey respondents own their homes*
- *Distinct culture – may choose ceiling fans over A/C*
- *Underserved – Spanish is primary language for 62% of survey respondents*



**We didn't want
this to be
business-as-usual**



So we got ourselves a good team

Ecoss →
Energy educators →
Univision/Entravision →
Hispanic community leaders →
Nevada Power PR/R&R →
The Home Depot →
D&R →

Hispanic
Outreach
Events



ENERGY STAR

Strategy for Reaching Hispanic Customers

- ***Targeted, family-oriented events***
 - Festive/music
 - Kids' activities
 - Energy efficiency workshops
- ENERGY STAR and utility representatives – SPANISH SPEAKING
- Spanish bill inserts, in-store promotions, etc.
- Media, retail, community partners




WANT TO MAKE 99¢ LAST 5 YEARS?

¿Quiere que 99¢ duren 5 años?



Use 10% less energy
Save 5¢ per hour
Burn 1000 hours

Use 10% less energy
Save 5¢ per hour
Burn 1000 hours






















































Strategy for Reaching Hispanic Customers

- Target orient
 - Fest
 - Kid
 - Ener wor
- ENERGY represent
- Spanish store p
- Media, partner



Bill insert promoting The Home Depot/Hispanic events



¡Una **Fiesta** sólo para **Usted** y su **Familia!** Venga a **Celebrar** el **Ahorro** de **Energía**

Venga y participe en:

- Premios gratis y la oportunidad de ganar aparatos electrodomésticos nuevos
- Programas de radio en vivo
- Diversiones para la familia
- Talleres para aprender a instalar ventiladores de techo
- Productos ENERGY STAR con precios especiales

¿Sabía usted que The Home Depot y Nevada Power están trabajando juntos para hacer cambios? Los productos certificados de ENERGY STAR® usan hasta un 70% menos electricidad—ahorrándole dinero en su cuenta de electricidad.

EVENTOS (Home Depot)

| | | | |
|------------------------|------------------------|------------------------|-------------------------|
| 9 de julio | 16 de julio | 23 de julio | 30 de julio |
| de las 11 AM a la 1 PM | de las 11 AM a la 1 PM | de las 11 AM a la 1 PM | de las 11 AM a las 3 PM |
| 1401 E. Charleston | 1275 MLK | 4750 W. Tropicana | 1401 E. Charleston |
| Las Vegas | North Las Vegas | Las Vegas | Las Vegas |



Nevada Power.

Your trusted community partners

Retail Partners: Nevada Power customers are making energy-saving decisions, every day, in retail outlets



Why the festive, family atmosphere?



Snow cones
are fun...

Learning about
energy can
be fun too...

Teach the
kids...

Teach their
parents too!



Events: festive, family-oriented, kid friendly, fun

Snowflakes in July...



**ENERGY STAR rep helping
kids craft their fans**



Media coverage



7/19/06

Las Vegas
record:
117°



The Hispanic Outreach campaign is reaching and teaching Latino customers – parents and kids



Direct involvement of utility management is critical to demonstrate success and effectiveness – GET THE BOSS OUT THERE!!

