NYSERDA:
Lighting Evaluations and Assessments

March 3, 2006
National ENERGY STAR
Lighting Partner Meeting
San Diego, California
Focus

- NYSERDA’s Residential Lighting Initiatives
- Program Evaluation
- RSL Assessment
Residential Lighting Initiatives

- Part of the New York ENERGY STAR® Products Program

- ENERGY STAR Product supported:
  - Compact Fluorescent Light bulbs
  - Fixtures
  - Ceiling Fans
Retail Partnerships – Benefits

- Experienced Field Representatives who:
  - Conduct In-store sales staff training
  - Product label and placement of point of purchase (POP) material
  - Answer program questions and aide in implementing the program

- Listing on www.GetEnergySmart.org

- Co-op funds for traditional advertising, special promotions and select National Campaigns

- NYSERDA sponsored TV, radio and print media recognition
Retail Partnerships – Eligibility

- Be located in the New York Energy $martSM territory
- Sign the Retailers Participation Agreement
- Stock, prominently display, and sell at least 4 models of qualified ENERGY STAR products
- Submit an accurate monthly Sales Reporting Form by the 15th of each month and continue to report monthly
Retail Partners

- Appliance Partners: 68%
- Lighting Only Partners: 13%
- Combined Appliance and Lighting Partners: 19%
Manufacturer Partners

- Appliance Partners: 39%
- Lighting Partners: 61%
Partner Relationships – Retailers

- Our partners are primarily small chains and mom & pop stores in New York State.
  - **No National retailers have signed with us to date.**
- Advertise (Print; Radio; Web; TV; Outdoor)
- Special Promotions (Web site Creation; Signage; T-Shirts; In-store displays)
- Participate in campaigns (Change a Light; Program Market Share Incentives; Torchiere trades ins)
Partner Relationships – Manufacturers

- Special Promotions (Buy downs; Educational component; Model Home Integration)

- Donate product to spur sales (Habitat for Humanity)
Measuring Success

The success of the ENERGY STAR Products Program is measured in various ways:

- Annual Survey Comparisons
- Manufacturer Feedback
- Retail Store Manager Feedback
- Monthly Sales Data
- 3rd Party Evaluation
Annual Survey Comparisons

- Contactor Field staff surveys at randomly selected stores provide:
  - Measurement of proportion of lighting products displayed that are ENERGY STAR qualified
  - Number of different models of ENERGY STAR of qualified products
  - Collection of detailed product attributes and pricing information to monitor retail price fluctuation
  - Retail Store Managers’ Report (data on stocking, display, sales and promotional efforts)
  - Comprehensive data analysis and recommendations
Manufacturer Feedback

- Does the promotion meet your specific needs?

- What would make the promotion more successful?

- Our manufacturer partners play a key role in our efforts to constantly improve ongoing ENERGY STAR lighting product promotions.

- Feedback on the effectiveness of current promotions is required, and subsequent recommendations for improvement are considered.
Retail Store Manager Feedback

- Is the current promotion well received by your customers?

- Is the display and promotion implemented according to the agreed parameters?

- Questions like these are frequently posed to retail store Program partners (and our own field staff) to provide valuable anecdotal information about the success of ongoing promotions.
Monthly Sales Data

- Reported as a requirement in order to receive funding or services from the Program.

- Provides accurate and detailed information on sales of ENERGY STAR lighting products.

- Provides data on market trends.
3rd Party Evaluation

- Process Survey
  - Retailer feedback on the success of the Products Program

- Market Characterization Attribution and Causality Report
  - Looks beyond our partners into the residential markets
  - Compares program impact to regional and national impact
The Big Picture

Compare national partner stores in NY with the rest of the country

- Evaluate spillover impacts from our marketing into non-partner stores – consumer demand

- Determine the impact of different training of sales staff (compared to our training)

- Evaluate stocking practices in NY vs. other regions and develop a correlation between stocking and sales
The Big Picture

- Understand manufacturer activity in Big Box stores

- Develop a better understanding of the NY retail sector

- Generate new ideas for program POP materials
Overall

- Improve our understanding of national retailers and chances in signing them onto our programs

- Money well spent