

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

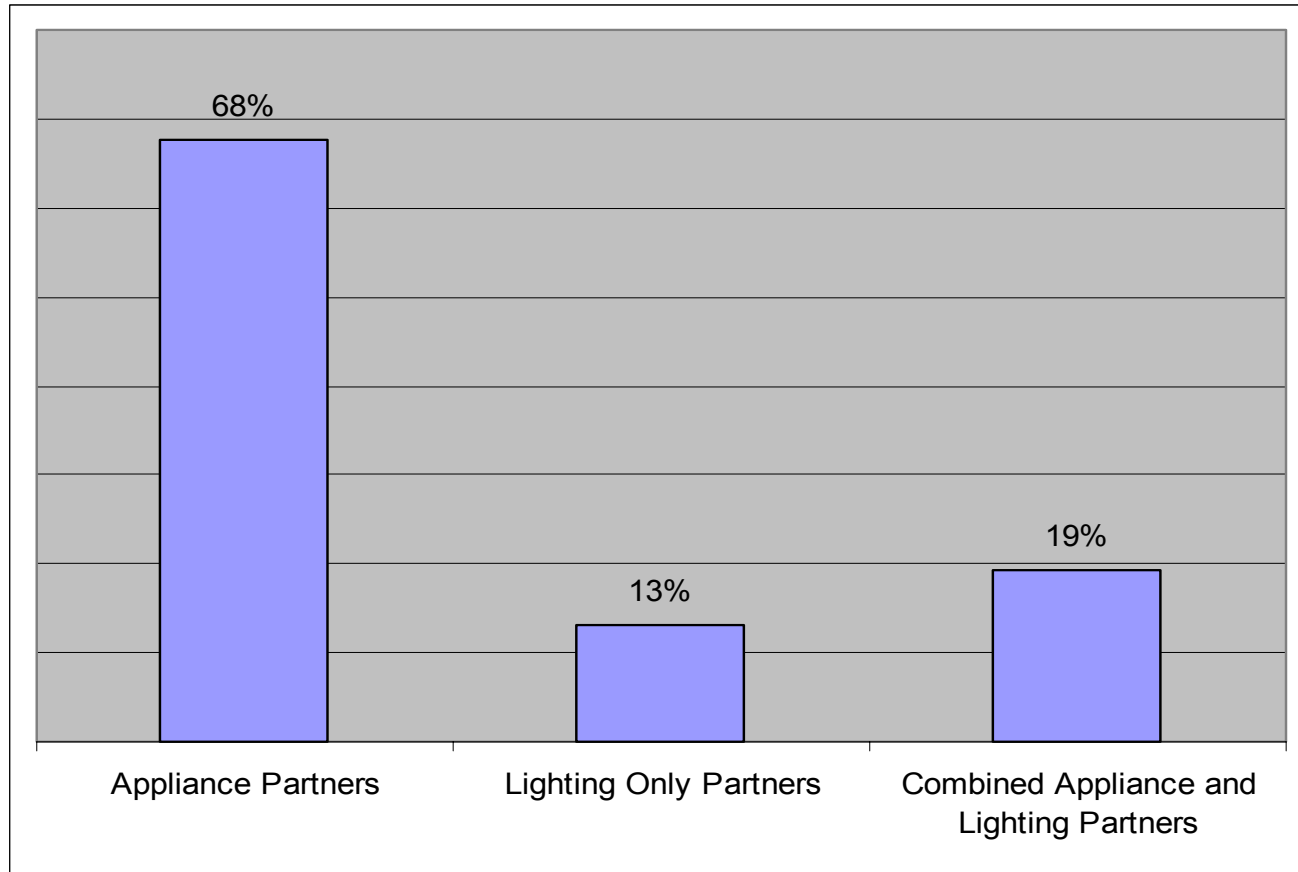


Retail Partnerships – Eligibility

- 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

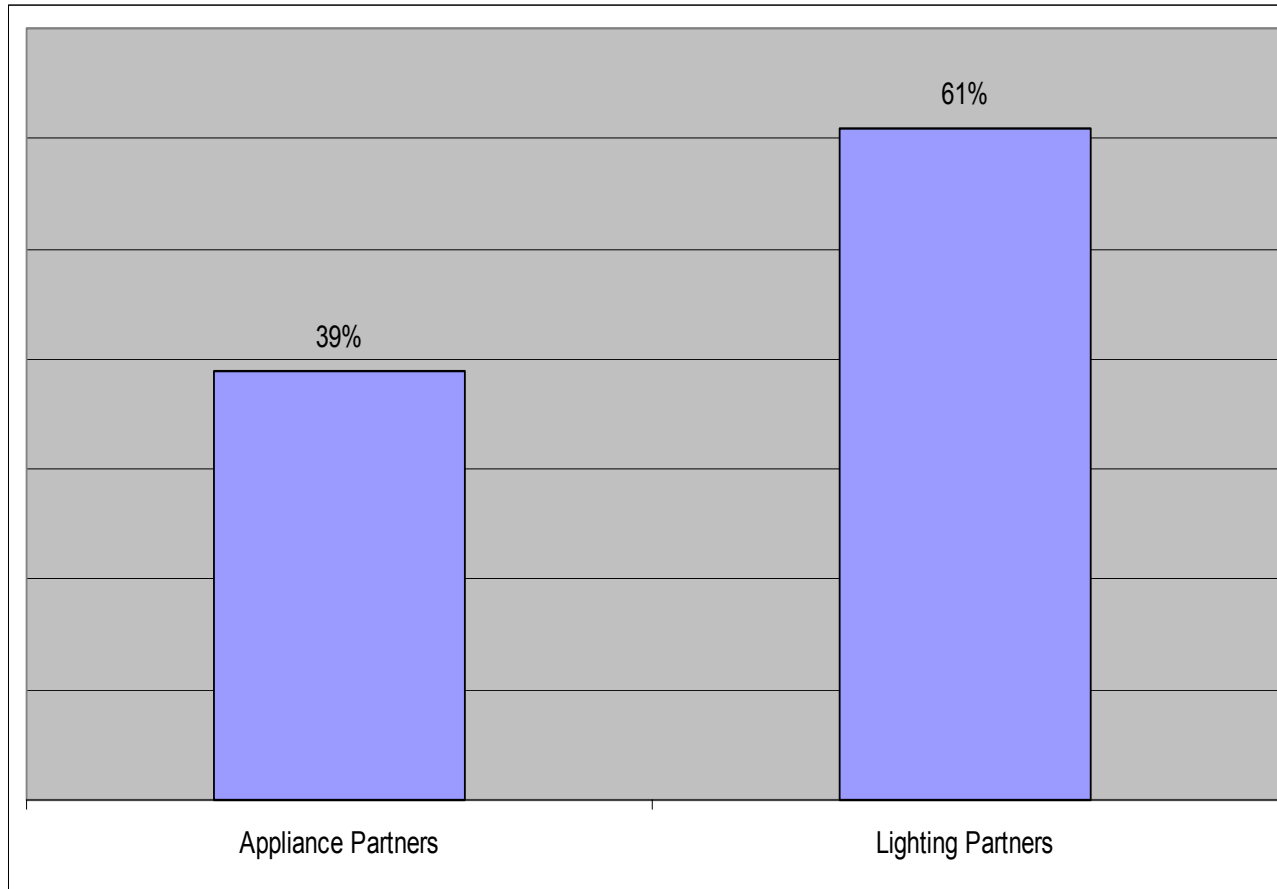


Retail Partners





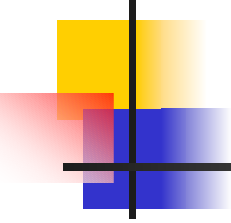
Manufacturer Partners





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