Overview

• Program
  – An energy information program to ensure customers get the most value for their money by educating them on the benefits of energy efficiency.

• Purpose
  – Create a comprehensive program that heightens customer awareness of energy-efficiency benefits and offers energy management advice and solutions to our customers.

• Customer Benefits
  – Save money, time, and energy.
Objectives

- To elevate energy efficiency in customer and consumer behavior through education and increased awareness.
- To promote SRP as a resource for energy-efficiency information.
- To influence customers’ purchasing decisions on products that will increase energy-efficiency.
- To help customers identify energy-efficient products.
- To increase customers’ awareness and understanding of ENERGY STAR®.
- To leverage SRP’s connection with ENERGY STAR.
- To provide advice on using products more energy efficiently.
- To entice customers to take energy-efficient actions.
Approach

• Strategies
  – Leverage strength of SRP brand.
  – Enhance awareness and understanding of ENERGY STAR.
  – Communicate energy efficiency in ways that educate and promote long-term behavioral change.

• Elements
  – Energy-saving tips and advice to lower, control, or understand energy usage.
  – Product identification to ease selection.
  – Retail signage to attract attention, ease identification, and encourage action.
  – Manufacturer and retailer incentives to attract attention and encourage action.
Topics

• Appliances
  – Products: Dishwashers, Washers, Refrigerators and Freezers
  – Advice: How to maximize the energy efficiency of all home appliances
  – Tip: Avoid placing a refrigerator in a garage

• Cooling
  – Products: Ceiling Fans, Programmable Thermostats, HVAC, shade screens, pool chemicals, HVAC filters, etc.
  – Advice: How to minimize heat gain
  – Tip: Shade “sun struck” windows

• Lighting
  – Products: ENERGY STAR-qualified CFLs and Fixtures
  – Advice: Consider the 2 price tags
  – Tip: Replace high-use lights with ENERGY STAR-qualified CFLs
Tactics

• Manufacturer and Retailer Partnerships
  – TCP, Maytag, Sylvania, Proctor & Gamble, etc.
  – Ace Hardware, Tru-Value, Best Buy, Home Depot, Lowe’s, 60+ independent retailers – with more to come!

• Communications and Promotions
  – Manufacturer rebates & special offers
  – Monthly bill inserts, newsletters, paid media
  – Quarterly magazines, targeted direct mail, web
  – Retail events, extended site visits & retailer-based promotions
  – SRP PowerWise & ENERGY STAR training for retail sales associates
Metrics

• Awareness
  – Primary research

• Interest
  – # customers/event, # coupons redeemed, etc.

• Trial
  – Energy-efficient product sales

• Adoption
  – kWh impact