Water Conservation through Demand Side Management:
Lessons from Electric Utility Program Implementation
Introduction

John Morris
Director of Energy Services
Fluid Market Strategies

- Fluid Market Strategies is an Energy Consulting Firm in Portland, Oregon.
- Focus on Energy and Sustainability Services for utilities, municipalities, government agencies, private businesses and consumers.
current fluid market strategies
projects

• Northwest ENERGY STAR Homes Program (Washington, Oregon, Idaho, Montana)
• Northwest Ductless Heat Pump Pilot Program (Washington and Oregon)
• Residential Green Building Program Design (Oregon Department of Energy)
1. Review of the Literature on Water Conservation: What we already know.

2. Key Lessons Learned from Energy Efficiency Programs
   - Market Transformation: Driving Long Term Gains
   - Stakeholder Engagement
   - Building an Infrastructure

3. ENERGY STAR Homes Consumer Awareness Case Study
• Integrate, Integrate…then add some integration.

• Use multiple lines of communication for consumer outreach:
  – Web
  – Newsletters
  – Bill Stuffers
  – Radio/Television when appropriate
review of the literature

• Most Customer Behavior Changes will last for 6-9 months during a public education campaign.

• Award Top Performers of water conservation.
Northwest ENERGY STAR Homes

Northwest Ductless Heat Pump Pilot

NORTHWEST ENERGY STAR HOMES

DUCTLESS HEAT PUMP PROJECT
1. Programs are evaluated based on levels of market share achieved on an annual basis.
2. Delivers long term savings after programs have been completed.
3. Compliments marketing efforts
relevant stakeholders

- Retailers
- Manufacturers
- Regional Utilities
- Trades
**Retailers**
- Ensure water conservation products properly stocked
- Leverage labels such as ENERGY STAR
- Provide retailer training to effectively move product

**Manufacturers**
- Coordinate Price Buy Down for water conservation products
- Encourage new technology
- Must aggregate efforts at a regional level to engage manufacturers
stakeholder engagement
strategy
trades

Cooperative Marketing
Incentives
Training

Delivering a competitive edge
Aggregate efforts with water conservation districts and utilities
Develop regional roundtables to formulate larger scale strategies
Cooperatively increase leverage with retailers and manufacturers
Partner on manufacturer buy down strategies
Deploy uniform communication to all regional stakeholders
building the infrastructure
long term water savings

More efficient products from manufacturers

Competitive price points from retailers

Educated trades that are installing more efficient water products

Consistent messaging from utilities and other market actors

A Systemic approach to changing consumer behavior around water use
northwest energy star homes
consumer awareness case study

Campaign overview

Key Objectives

Outside the box partners
Portland, OR

BE AN ENERGY STAR

Fall 2009 Promotional Campaign

Northwest Toyota Dealers, Umpqua Bank and ENERGY STAR builders

WIN A PRIUS!
VISIT PARTNERS • GET STICKERS • MAIL • ENTER TO WIN!
Campaign Objective:

Raise consumer awareness for ENERGY STAR qualified new homes and builders, Umpqua Bank’s Green Street Lending program and Toyota’s 2010 Prius.
**Campaign Messaging:** “Be an Energy Star and win a 2010 Toyota Prius Hybrid”

**Dates:** September 1st through November 27th, 2009

**Geographic Markets:** Salem, OR to Chehalis, WA

**Campaign Overview:**
- Visit Partners | Get Stickers | Send In | Win Vehicle
- **Automatic enrollment** with purchase an ENERGY STAR qualified home within designated market

**Campaign Elements:**
- Game board; collect stickers, fill board, enter to win
- Microsite w/participating ENERGY STAR builders, Toyota dealers and Umpqua bank locations:
  - Events calendar
  - Dedicated Partner Pages (CSR-type messaging)
  - Twitter updates to follow the car
- POP package w/maps, posters & sticker allocation at dealers, builders and partners
- Sticker distribution:
  - handed out at local events via Brand Ambassadors
  - local Toyota dealers
  - participating local ENERGY STAR builders
  - Umpqua Bank branch locations
  - additional distribution through campaign partners
how to play

1. VISIT PARTNERS
   State your game board by visiting partner locations and getting their stickers.

2. ATTEND EVENTS
   Spot the 2010 Toyota Prius at three local events to complete your game board!

3. SEND IN & WIN
   Mail completed game boards and be entered to win the 2010 Prius Hybrid!

**Required stickers**

Stickers handed out at participating ENERGY STAR Builders, local Umpqua Bank branches, and local Toyota Dealers.

Event stickers handed out by ENERGY STAR Brand Ambassadors at local events throughout campaign; provides additional sponsor opportunities; 3x required.
event promotion

90-Day Mobile Billboard & Local Event Participation/Branding

• Guerilla campaign
  • Toyota hybrid vehicle used as mobile billboard for three-month period from Sept-Nov 2009
  • Giveaway vehicle at end of campaign
  • Drive foot traffic to local ENERGY STAR builders via sticker requirement on game board
    • Tour a new ENERGY STAR home from participating builder, get a sticker
    • Purchase a new ENERGY STAR home and get automatic enrollment
  • Drive foot traffic to local Toyota dealers via sticker requirement on game board
    • Test drive a new hybrid, get a sticker
  • Drive foot traffic to local Umpqua Bank branch locations via sticker requirement on game board

• Event Promotion
  • Car to travel to large events within geographic markets throughout 90-day promotion
  • Car to visit ENERGY STAR builders and/or builder events
  • Car to visit campaign partners

• PR Opportunities
  • Northwest ENERGY STAR partnership press release w/campaign partners
  • Utilize free press to further promote campaign and events throughout campaign
ENERGY STAR Builder Opportunities

• Name on wrapped Toyota Prius
• Link and exposure on livebettemnorthwest.com
• Marketing material for models and sales rooms

FREE to all ENERGY STAR Builders

Additional Opportunities

Have the car visit your project(s) for a builder designed event:

• Name/event mention on microsite events calendar
• Name, logo and event mention on 6-page Portland Monthly advertorial
• Paid media schedule to specifically promote your event at least one week in advance (valued at over $3k in just radio costs for your event)

Cost: $1,500
green business opportunities

**Partner Opportunity**

- Logo exposure on wrapped Toyota Prius
- Ad space in three-month ENERGY STAR advertorial of Portland Monthly
- POP material for display
- Spot bank of paid media (TBD)
- Event promotions at partner locations, stores, etc.
- Microsite branding exposure w/unique partner page
Brought to you by Northwest ENERGY STAR® Homes.

Northwest

Energy

Energy STAR

Homes

UMPQUA

BANK

TOYOTA

moving forward

11-17-09

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3rd generation Prius.
Harmony between man, nature and machine.

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www.LiveBetterNorthwest.com