

# The Blitz is On!

An Innovative Customer Approach that Results in Increased Conversion Rates and Cost Effectiveness

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Presented by:  
Christina Crowell & Farra Vargas



# Presentation Overview

- ❑ Program Definition
- ❑ What is a “Small Business”?
- ❑ Program History & Delivery Model
- ❑ The Blitz is on!
  - ❑ Meet Chucho!
  - ❑ Getting Elected Officials Involved
- ❑ Results & Lessons Learned



# What is SBDI?

**Small Business Direct Install** is an energy efficiency program with a **turnkey** model that is designed to meet the needs of Puget Sound Energy's **small commercial customers** who have proven to be **hard-to-reach** with traditional programs.

# What is a “Small Business”?

Small commercial PSE customer

- 10,000 square foot or less
- Any Rate Schedule
- PSE gas/electric/combined customers



- ~ 90,000 electric customers
- ~ 57,000 gas customers

# What is a “Small Business”?

Customers who...

- Lack upfront capital
- Have reduced EE awareness
- Often rent space
- May be uncertain about the longevity of their business



# Program Design

At NO COST to customer, PSE provides:

- Comprehensive energy assessment
- Direct installation of simple energy efficiency measures

Three touch points with customer:

- Assessment
- Installation
- Follow Up / Inspection



# Program Design: Comprehensive Approach

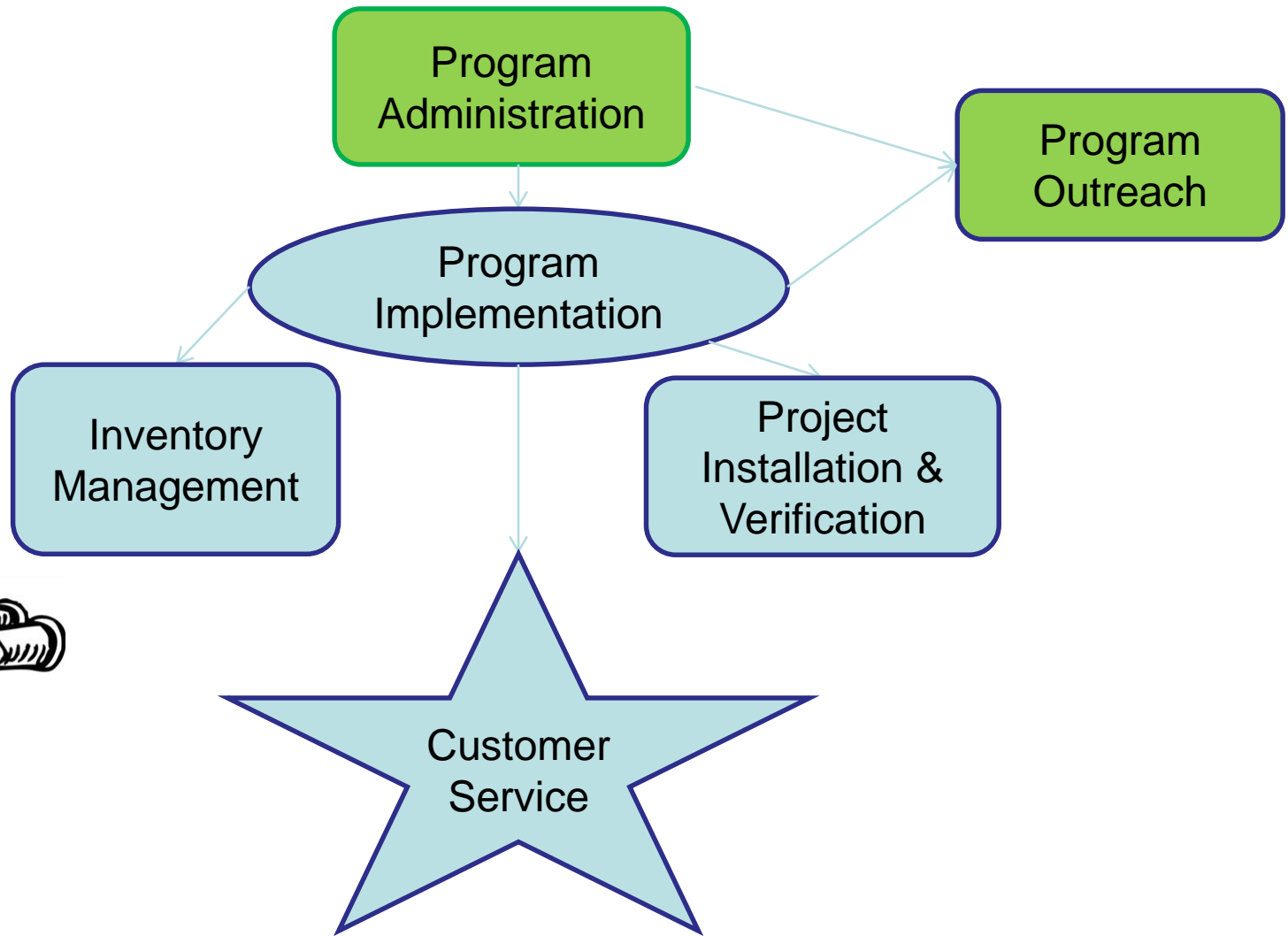
- **Lighting Retrofits:** LED Screw-in, Linear T8s, Exterior LED, Lighting Controls, Exit Signs
- **Water Heating:** Aerators, Showerheads, Sprayheads
- **Refrigeration:** Strip Curtains, ECM, Case Lighting
- **HVAC:** Programmable Thermostat
- **Plug Load:** Open Signs And Smart Strips



# Program Design: Delivery Model

PSE

3P





# Program Design: Delivery Model

PSE



Program  
Outreach

Energy  
Assessment

Project  
Installation &  
Verification

Excellent  
Customer  
Service

# Program Design: Delivery Model

Customer shouldn't know the difference...

- Co-branding required on all program materials



PSE service partner Jesse Runestrand, Willdan Energy Services

# Marketing & Outreach

## Limited Marketing

- Community “Blitzes”
- Word-of-Mouth and Door-to-Door

## **Blitz events coordinated with PSE’s EE Community Outreach Team**

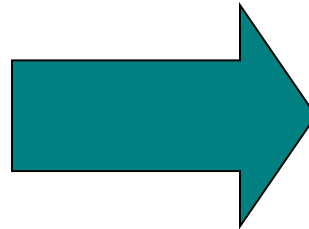
- Underserved and/or rural areas
- Opportunities to increase PSE awareness

# The Blitz Is On...

## Becoming Pseudo Engineers



**HERE**



**to**



**THERE!**

# Marketing & Outreach: The Blitz!



Did you know that lighting costs can make up 20 percent of your energy bill? When you replace your old fluorescent lighting with LEDs, you'll save on lighting and reduce your cooling costs in the summer, too.

PSE's small business energy efficiency team can help your business save money and cut your energy bills.

**Puget Sound Energy is partnering with the City of North Bend to help your business save money.**

**Where:** North Bend

**When:** May 12-14

**What:** PSE will be in your community with easy ways to make your business more energy efficient — at no cost to you!

For more info, call 1-888-222-3491.



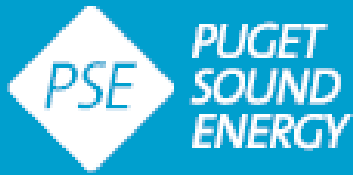
## Energy efficiency upgrades for your small business

With these simple no-cost upgrades, you'll start saving on your energy bill right away.

- LED lighting: Screw-in lighting, exit and open signs
- Occupancy sensors: Sensor controls that turn off lighting when a space is unoccupied
- Refrigeration: Display case lighting, energy-efficient replacement motors for low and medium temp coolers and display cases
- Water savers: Low-flow faucet aerators and showerheads

PSE business customers in locations with less than 10,000 sq. ft. are eligible to participate. For more information, call 1-888-222-3491.

# Marketing & Outreach: The Blitz!



We are in your community performing **FREE** energy assessments.

**Where: North Bend**  
**When: May 12-14**

Learn how your business can save more money by using less energy.

1-888-222-3491 [pse.com/sbdl](http://pse.com/sbdl)



# Marketing & Outreach: The Blitz!



# Marketing & Outreach: The Blitz!





# Case Study #1: Meet Chucho!



# Case Study #2: Getting the Mayor Involved



Did you know that lighting costs can make up 20 percent of your energy bill? When you replace your old fluorescent lighting with LEDs, you'll save on lighting and reduce your cooling costs in the summer, too.

PSE's small business energy efficiency team can help your business save money and cut your energy bills.

Puget Sound Energy is partnering with the City of Sumner to help your business save money.

**Where:** Sumner

**When:** July 28-30

**What:** PSE will be in your community with easy ways to make your business more energy efficient – at no cost to you!

For more info, call 1-888-222-3491.

[pse.com/sbdi](http://pse.com/sbdi)



# In-Person Interaction = Happy Customers

“The fact that you offer this shows that you care about saving people money. Electricity is expensive and the rebates and offers provided by PSE are so wonderful I wish more companies would take advantage of them. Thank you. Thank you so much; it's because of you we are going to save about \$1,700 a year in reduced costs.” – *Batdorf & Bronson Coffee Roasters, Olympia*



**BATDORF & BRONSON**  
**COFFEE ROASTERS**

# In-Person Interaction = Happy Customers

“The walk-through experience and help during and after the walk-through has been 100% positive. I found all of the PSE representatives and Program Coordinators to be extremely knowledgeable and willing to help in any way they could.”

- *Sherwin Williams, Bellingham*



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WILLIAMS®**

# The Results!

- ★ Total # of Blitz to date: **11 communities**
- ★ Blitz kWh savings achieved: **4,523,195**
- ★ Businesses: **677** surveyed, **622** projects  
**(84% conversion rate)**
- ★ During last Blitz, over **75%** of surveyed customers did not know PSE had programs for small businesses...

# Lessons Learned

- Pick the right implementer...
  - Customer service is the priority
  - Co-branding pays off
  - Manage customer expectations
- Let them know your coming...
- Make it EASY for the customer!



# Thank You!

Christina Crowell

Program Manager - Small Business Direct Install

[Christina.Crowell@pse.com](mailto:Christina.Crowell@pse.com)

Farra Vargas

Energy Efficiency Outreach Manager

[Farra.Vargas@pse.com](mailto:Farra.Vargas@pse.com)

