

# Simple Steps, Smart Savings Process Evaluation 2012-2014



## Program Overview

Simple Steps is BPA's regional efficiency program designed to increase the adoption of residential products, such as LEDs, shower-heads, power strips, and appliances. The program has multiple delivery channels: retail, direct install, bulk purchase and direct mail.

From 2012-2014, the program reported 46 aMW of savings, with public utilities accounting for 16 aMW. Most savings during this period were from CFL bulbs sold through retail stores.

In 2015, BPA conducted a process evaluation to understand program operations, explore program strengths, and identify areas for improvement. The evaluation included 64 program stakeholder interviews and reviews of the program logic model and tracking databases.

## Key Findings



### Easy Program

Public utilities like the ease of Simple Steps, calling it a “turnkey” program. IOUs like the benefit the program brings to the region.

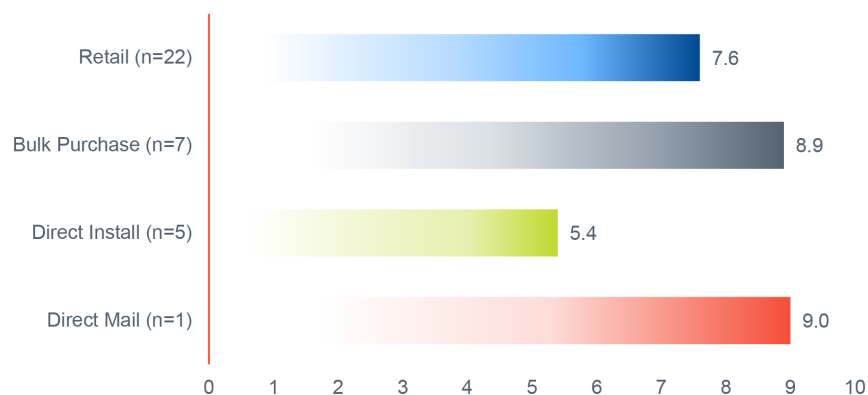
### Effective

Simple Steps program is implemented and marketed effectively and is meeting the goals laid out in the program logic model.

### Satisfied Customers

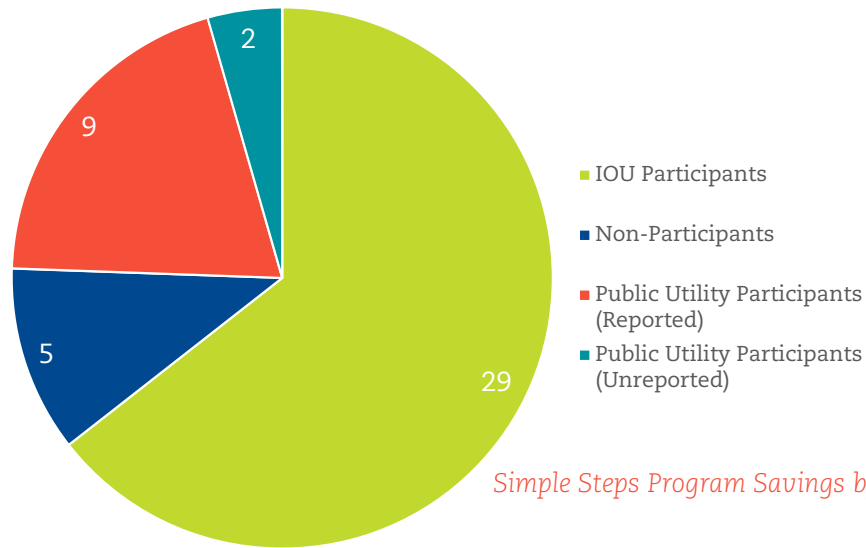
For the program overall, utilities generally liked the types of measures and flexibility in measure offerings, but were less satisfied with the amount of utility branding overall. Public utilities rated the program with a moderate satisfaction rating of 7.6; IOUs had slightly lower satisfaction at 6.6.

Mean Public Participant Satisfaction Rating



### Retail Satisfaction

Public utilities reported the retail delivery component was easy to use. Some concerns were raised about lack of utility branding, allocation methods, and low engagement in small or rural areas.



Simple Steps Program Savings by Participant Type

### Other Component Satisfaction

Participants cited ease of use and low measure cost as drivers of satisfaction with the bulk purchase and direct mail delivery components. Direct install received the lowest satisfaction due to limited access to rural areas.

### Non-participants

Most frequently reported budgets to be the barrier to participation, but they also reported concerns with utility branding and low sales allocations in Retail Sales Allocation Tool.

### Unreported Savings

Over 2 aMW of Simple Steps program savings were unreported to BPA because some utilities cease to report once they exhaust EEI budgets.

### Outside Savings

A significant amount of savings in the region (18 aMW) come from outside programs offering identical retail measures to those offered by Simple Steps.



## Recommended Program Improvements

### Capture all Program Savings

Given the size of unreported program savings, BPA should encourage participating utilities to report all savings. BPA could also capture the savings by improving reporting system measure tracking and comparing to the Simple Steps program data.

### Increase Awareness of Delivery Components

Awareness of non-retail program components is low. BPA should use education and marketing to increase participation in these program components.

### Improve Utility Branding

BPA should increase the amount of utility branding and provide tools for utilities to engage in “meta-marketing” techniques.

### Increase communication

The evaluation team recommends increasing communication with utilities of field staff visits to retail stores.



## Ongoing Program Successes

BPA continues to improve the Simple Steps program. Since 2015, BPA has enhanced the program, which may address some of the above recommendations.

For more information, please visit: [www.simplestepsnw.com](http://www.simplestepsnw.com)