

SUCCESS STORY



Conservation Kit to One Million Customers Saves Enough Energy to Power 40,000 Homes for One Year

The Los Angeles Department of Water and Power (LADWP) is the largest municipal utility in the nation, with more than 600,000 water customers and 1.4 million electric customers. As part of its ongoing effort to reduce the carbon footprint of



Los Angeles, LADWP enlisted the marketing and distribution services expertise of PowerDirect Energy (PDE) to develop and distribute a city-wide door-to-door energy conservation kit. Each kit consisted of an LADWP-branded reusable shopping bag containing two CFLs; two LED nightlights; other energy and water-saving measures; and energy conservation collateral.

Impact

More than 2.4 million CFL bulbs were distributed and GPS-tracked door-to-door, resulting in a community savings of 240 GWh in energy and 131,000 metric tons of CO₂ per year. This savings is equivalent to taking 24,000 cars off the road or enough energy to power 40,000 homes for one year. Along with the larger, environmental benefits, the kits saved customers an average of \$100 per household on energy bills over the lifetime of the bulbs. In all, the program educated LADWP residential customers on the benefits of CFL lighting and encouraged a change in buying behavior when replacing spent light bulbs.

Challenges

In addition to adhering to strict product parameters for the recyclable bag and type of bulbs, PDE was required to provide extensive fulfillment tracking on a daily basis throughout the program distribution timeframe.

Solutions

The PDE-designed turn-key implementation plan encompassed the creative design and branding of the conservation kit bag; printing of all conservation collateral; procurement of all kit measures; and the tracking and distribution of the kits.

PDE designed and produced energy kit collateral and met specific bag parameters by utilizing a 100% recyclable bag made with a minimum of 25% post-consumer waste. The more than one million door-to-door deliveries were tracked by GPS tracking clickers which the distribution team clicked every time a bag was placed on the front door of a customer's home. Deliveries were also separately verified by independent field auditors. Daily fulfillment tracking enabled LADWP to track the daily progress of the CFL distribution. Password-protected reporting included daily productivity and distribution reports, including overall program inventory tracking and a report on unsuccessful deliveries.