

DISTRIBUTING LEDS TO OVERCOME PANDEMIC AND SURPASS GOALS

When a large East Coast utility realized the pandemic would prevent achieving their savings goals, they turned to AM Conservation Group to distribute LEDs.

217,938

FREE LEDS DISTRIBUTED

130%

OF GOAL ACHIEVED

7,760,000

KWH SAVINGS

The story: A large East Coast utility was struggling with a program that wasn't on pace to reach year-end goals. Customer participation rates were low, contractors were facing limitations and the coronavirus pandemic added another layer of uncertainty to the situation.

The goal: In order to achieve their savings target by the end of the year, the program needed to distribute several hundred thousand TLED lamps in only nine months. They teamed up with AM Conservation Group in mid-April and developed a plan to increase customer education and drive participation. The plan was to target specific market segments and leverage heavy promotion around the distribution of LED lamps that were free of cost to the customer.

The solution and results: Focused on limiting participation barriers and increasing verified savings, customers were asked to fill out a short form, committing to installing their free lamps within 30 days of receiving them. Schools were targeted first with various options of 15-watt or less Type-A lamps in multiple kelvin temperatures. In about 13 months, the program was transformed from pandemic-fueled fracture to one of its strongest years ever, with the program's install cost at \$.105/kWh.

The utility is thrilled with their energy savings, and customers enjoy the friction-free process, energy savings and lower utility bills.



**Contact us today
to learn more.**



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