

Pooled Purchase Programs:

Create savings and satisfaction without spending a dime

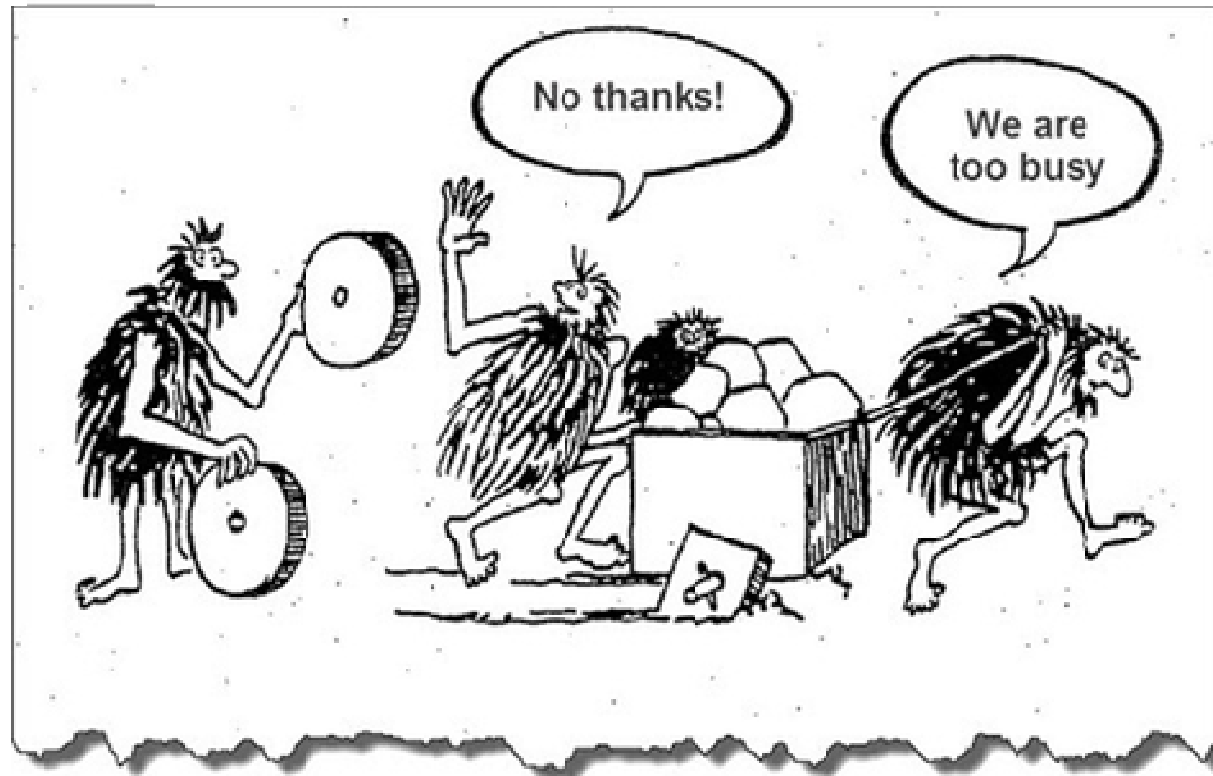


Brad Smith
Boulder County Sustainability Office



Challenge:

How does an organization get consumers to adopt a new technology quickly without spending much?



Solution: Pooled Purchase Programs

- Combination of:
 - Limited Time Deals
 - Mass Marketing
 - Education
 - Seeding the Market with Happy Customers



Solution: Pooled Purchase Programs

- Where can this be applied?
 - Solar
 - Electric Cars
 - Electric Bikes
 - EE Appliances
 - And More...
- Cost
 - Staff Time
 - Space in Existing Communication Channels



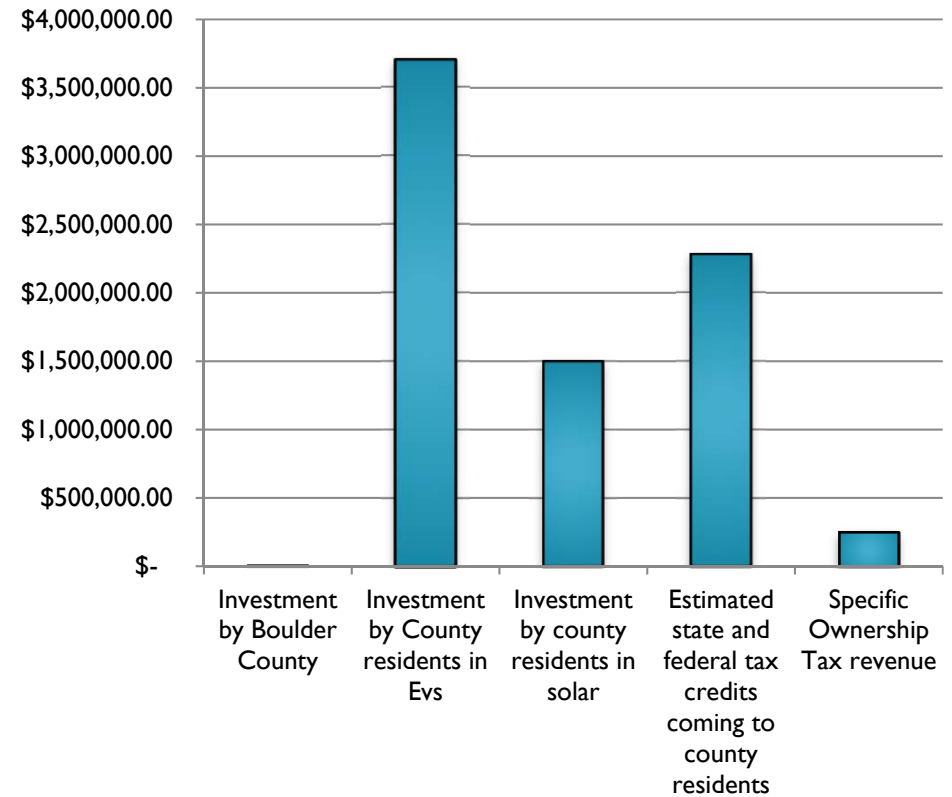
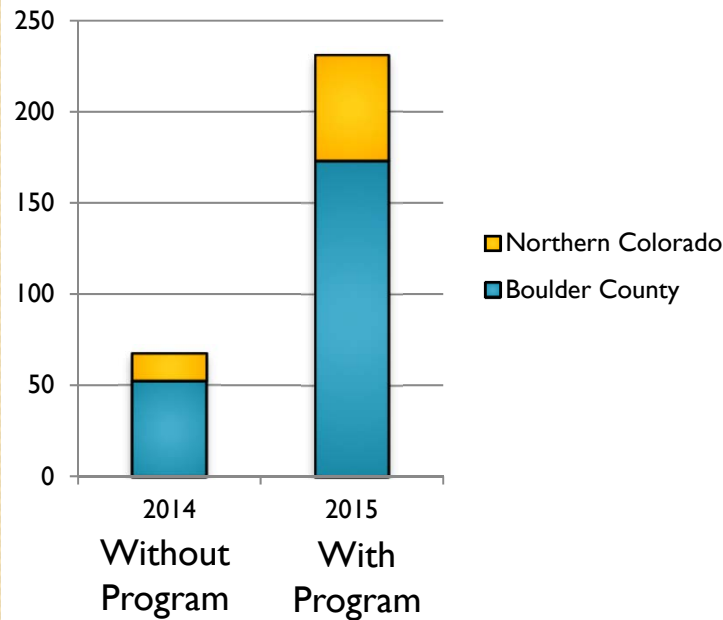
Solution: Pooled Purchase Programs

- Results
 - Solar – 1.03 MW
 - Electric Cars – 356
 - Electric Bikes – 79
- Cost to Boulder County
 - ~\$12,000
 - \$10,000 in staff time
 - \$2,000 in outreach and marketing



Solution: Pooled Purchase Programs

Sale of Electric Vehicles



How To: Nuts and Bolts

- Design
 - What technologies are being sold and to whom?
 - Intake Process
 - Data Collection
 - Identify Program Partners (Outreach)
- RFP and Selection Committee
- Marketing and Outreach
- Mid-Program Evaluation
- More Marketing and Outreach
- Wrap Up - Program Evaluation



Pitfalls – What to Watch Out For

- Outreach Channels for RFP (Inclusivity)
- Liability
- Data Collection
- Market Manipulation





Thanks!

Go to the website below for a Pooled Purchase Handbook and evaluation of our program.

<http://www.swenergy.org/publications/transportation>

Brad Smith

Boulder County Sustainability Office

bsmith@bouldercounty.org

720.654.2720

