

# Summary of Residential Appliance Programs in the United States and Canada



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## Product Types Included by Program

Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
Ameren Illinois Utilities				X		Dehumidifiers, Ceiling Fans	Refrigerators, Freezers
Arizona Public Service Co.							Refrigerators, Freezers
Avista Utilities	X	X	X			Freezers	Refrigerators, Freezers
BC Hydro	X		X			Freezers	Refrigerators
Bonneville Power Administration	X		X			Freezers	Refrigerators, Freezers
Cape Light Compact			X	X	X	Freezers, Room Air Cleaners	Refrigerators, Room AC, Dehumidifiers
City of Palo Alto	X	X	X	X	X		Refrigerators
Commonwealth Edison	X		X				Refrigerators, Freezers, Room AC
Efficiency Maine	X		X	X			
Efficiency Vermont	X		X	X	X	Freezers, Dehumidifiers	Refrigerators, Freezers
Energy Trust of Oregon	X	X	X				Refrigerators, Freezers
Eugene Water & Electric Board	X	X	X			Freezers	Refrigerators, Freezers
FortisBC	X		X	X			
Hydro-Québec	X	X	X			Freezers, Bottled Water Coolers	Refrigerators, Freezers
Idaho Power	X		X				Refrigerators

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Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
Long Island Power Authority			X	X	X		
Midwest Energy Efficiency Alliance	X	X	X	X		Freezers	Refrigerators, Freezers
National Grid			X	X	X	Freezers, Room Air Cleaners	Refrigerators, Room AC
NYSERDA	X	X	X	X	X		
NSTAR			X	X	X	Freezers, Room Air Cleaners	Refrigerators, Room AC
Pacific Gas and Electric	X	X		X	X		Refrigerators, Freezers, Room AC
PacifiCorp	X	X	X	X			Clothes Washers, Refrigerators, Freezers, Room AC
Public Service Company of New Mexico			X				Refrigerators, Freezers
Puget Sound Energy	X		X				Refrigerators, Freezers
Questar Gas Company	X					Natural Gas Dryers	
Sacramento Municipal Utility District (SMUD)	X	X		X			Refrigerators, Freezers
San Diego Gas & Electric	X	X	X	X	X		Refrigerators, Freezers, Room AC
Salt River Project	X	X					Refrigerators, Freezers
SaskPower							Refrigerators

Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
Seattle City Light	X						Refrigerators
Snohomish Public Utility District	X	X	X				Refrigerators
Southern California Gas Company	X	X					
Southwest Gas	X						
Tacoma Public Utilities	X						Refrigerators, Freezers
Unitil			X	X	X	Freezers, Room Air Cleaners	Room AC
Vectren							Refrigerators, Freezers, Room AC
Western Massachusetts Electric Co.			X	X	X	Freezers, Room Air Cleaners	Room AC
Wisconsin Focus on Energy	X	X	X			Dehumidifiers	
Xcel Energy	X	X	X	X			Refrigerators

<b>Organization</b>	<b>Ameren Illinois Utilities</b>
<b>Type</b>	Gas and Electric Utility
<b>Service Territory</b>	1.2 million electric customers and 800,000+ gas customers in central and southern Illinois. 44,000 square miles of service territory.
<b>Program Name</b>	Act On Energy Lighting and Appliance Rebates Program
<b>Program Background</b>	
<b>Budget</b>	Program runs from June 1 to May 31 of each year or until funds are exhausted. Our 2009/2010 program budget includes both lighting and appliances. Total budget is \$2.6 million. Of this about \$300,000 is allocated to appliance rebates.
<b>Goals and Objectives</b>	Overall Goals: 2009/2010 goal for lighting and appliances was a Net MWh savings of 38,237 – Net 1.2 MW. They have 628 retailers participating in our lighting and appliance rebate programs. Products vary per retailer. They had budgeted for about 9,500 appliance rebates this program year. Evaluation Methods: EM&V study completed each year. Program is a market transformation program.
<b>Contact</b>	Karen J. Warnke, Energy Efficiency Advisor 217-535-5028, <a href="mailto:kwarnke@ameren.com">kwarnke@ameren.com</a>
<b>Web Site</b>	<a href="http://www.ActOnEnergy.com">www.ActOnEnergy.com</a>
<b>2010 Program Components</b>	
<b>Room AC</b>	Market focus: Downstream
	Customer type: Residential electric customers only
	Incentive amount: \$35 rebate
	Training: Educational materials on rebate form
	Marketing: POP, Newspaper ads, Bill inserts
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
<b>Dehumidifiers</b>	Market focus: Downstream
	Customer type: Residential electric customers only
	Incentive amount: \$25 rebate
	Training: Educational materials on rebate form
	Marketing: POP, Newspaper ads, Bill inserts

	Uses the ENERGY STAR platform: Yes
Coordination	None
Recycling	<p>The program includes refrigerators and freezers and they offer a \$35 rebate per appliance. They will also pick up Room AC if picking up a refrigerator or freezer but there is no rebate offered for the Room AC unit.</p> <p>Refrigerator or freezer must be used as a secondary, not primary, unit; in working (cooling) condition; manufactured before 1993; 10 to 27 cubic feet in size; picked up from a residence, not a business.</p> <p>Limit: Two refrigerators/freezers per customer, per Act On Energy program year. Customer must be an Ameren Illinois residential electric customer.</p>
<b>2010 Program Components</b>	
Plans for 2011	Not yet finalized. However they will have rebates on Room AC and dehumidifiers. They are looking at adding ENERGY STAR air purifiers also. Their goals will double for this program.

Organization	Arizona Public Service Company
Type	Utility
Service Territory	Approximately 1 million residential customers in 11 of Arizona's 15 counties
Program Name	Refrigerator Recycling Program
Program Background	
Budget	N/A
Goals and Objectives	N/A
Contact	N/A
Web Site	N/A
2010 Program Components	
Coordination	N/A
Recycling	Appliance recycling is offered for full size residential refrigerators and freezers. Evaluation: Refrigerators and stand alone freezers must be in working condition and between 10 and 30 cubic feet using inside measurements. APS contracts with JACO Environmental to pick up and recycle the units. APS residents must own units being recycled. Limit two units per residential address.
Future Program Components	
Plans for 2011	Plan to continue appliance recycling, no other plans at this time.

Organization	<b>Avista Utilities</b>
Type	Utility
Service Territory	353,000 electric customers in eastern Washington and northern Idaho 313,000 natural gas customers in eastern Washington, northern Idaho, and southern Oregon
Program Name	Residential ENERGY STAR® Appliance Rebate Program
<b>Program Background</b>	
Budget	\$310,947
Goals and Objectives	Overall Goals: 1,062,600 kWh & 26,800 Therm savings Evaluation Method: Total resource cost test
Contact	Camille Martin, DSM Program Manager (509) 495-4276, <a href="mailto:camille.martin@avistacorp.com">camille.martin@avistacorp.com</a>
Web Site	<a href="http://www.avistautilities.com">www.avistautilities.com</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Residential consumers
	Incentive amount: \$50 rebate
	Training: Retailers
	Marketing: TV, radio and newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential consumers
	Incentive amount: \$25 rebate
	Training: Retailers
	Marketing: TV, radio and newsletter
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential consumers
	Incentive amount: \$25 rebate
	Training: Retailers
	Marketing: TV, radio and newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market focus: Downstream
	Customer type: Residential consumers
	Incentive amount: \$25 rebate
	Training: Retailers
	Marketing: TV, radio and newsletter
	Uses the ENERGY STAR platform: Yes
Coordination	Local and Statewide
Recycling	Appliance recycling is offered for refrigerators and freezers.
Future Program Components	
Plans for 2011	TBA

Organization	BC Hydro
Type	Utility
Service Territory	1.4 Million residential customers in the province of British Columbia
Program Background	
Program Name	Appliance Rebate Program
Budget	2 year program budget of \$8.9 Million CAD
Goals and Objectives	Overall Goals: To achieve 12.9 GWh of energy savings from 116,900 mail-in rebates on ENERGY STAR refrigerators, freezers, and clothes washers. Program is evaluated on the increase in market share of ENERGY STAR appliances and influence of the program on customers and retailers in terms of reducing the market barriers of awareness, affordability, availability, and accessibility.
Contact	Kari Reid, Product Manager 604.453.6530, <a href="mailto:kari.reid@bchydro.com">kari.reid@bchydro.com</a>
Web Site	<a href="http://www.bchydro.com/saveboth">www.bchydro.com/saveboth</a>
Program Name	Refrigerator Buy-Back Program
Budget	The 5th phase of the program starts February 2010 and runs to March 2013. Funding is 16.2M.
Goals and Objectives	The program encourages customers to turn in their second operating refrigerators. The goal of the program is to collect over 116 000 refrigerators and realize savings of 61.9 GWh by March 2013.  As well program goal is to maintain or exceed a program satisfaction rate of 98% amongst participants.
Contact	Oscar Ceron (604) 453-9215, <a href="mailto:oscar.ceron@bchydro.com">oscar.ceron@bchydro.com</a>
Web Site	<a href="http://www.bchydro.com/powersmart">www.bchydro.com/powersmart</a>
2010 Program Components – Appliance Rebate Program	
Clothes Washers	Market Focus: Downstream incentives are offered. Focus on working midstream with retailers (co-op advertising, POP distribution, etc.)
	Customer type: Residential
	Incentive amount: \$50
	Training: Online training available for sales associates. Retail reps visit sales associates on regular basis to educate sales staff.

	Marketing: Strategies include POP distribution to all appliance retailers (national, regional, and independents). POP kit includes clings, posters, tent cards, danglers. Print buys biannual. Bill inserts 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market Focus: Downstream incentives are offered. Focus on working mid-stream with retailers (co-op advertising, POP distribution, etc.)
	Customer type: Residential
	Incentive amount: \$50
	Training: Online training available for sales associates. Retail reps visit sales associates on regular basis to educate sales staff.
	Marketing: Strategies include POP distribution to all appliance retailers (national, regional, and independents). POP kit includes clings, posters, tent cards, danglers. Print buys biannual. Bill inserts 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market Focus: Downstream incentives are offered. Focus on working mid-stream with retailers (co-op advertising, POP distribution, etc.)
	Customer type: Residential
	Incentive amount: \$25
	Training: Online training available for sales associates. Retail reps visit sales associates on regular basis to educate sales staff.
	Marketing: Strategies include POP distribution to all appliance retailers (national, regional, and independents). POP kit includes clings, posters, tent cards, danglers. Print buys biannual. Bill inserts 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
Coordination	N/A
Recycling	See Refrigerator Buy-Back Program.
Future Program Components – Appliance Rebate Program	
Plans for 2011	General plans include continuing to develop retailer partnerships, sales training with associates and supporting retail ENERGY STAR activities. Program will be reviewed and an evaluation will occur in 2010/11. The program may consider using CEE Tiers in the future with a “Save More” program design.

2010 Program Components – Refrigerator Buy-Back Program	
Refrigerator Buy-Back	The Refrigerator Buy-Back Program encourages customers to recycle their secondary refrigerator in an environmentally friendly method free of charge to them. The customer calls a toll free number to book an appointment to have their second operating fridge picked up by the contracted vendor in their area. The vendor takes the fridge away and disposes of it in an environmentally friendly manner. Once the fridge is removed from the customer’s home, and the necessary paperwork is submitted, a \$30 check will be mailed out. This takes approximately 4 to 6 weeks.
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: No
Coordination	The program is coordinated with BC contractors providing the refrigerator pick-up, dismantling, and long-haul services.
Recycling	Residential customers are motivated to turn in their inefficient second operating refrigerators by offering free pick-up, free recycling of parts in an environmentally friendly manner, and a \$30 incentive.
Future Program Components – Refrigerator Buy-Back Program	
Plans for 2011	N/A

Organization	Bonneville Power Administration (BPA)
Type	Federal agency
Service Territory	Bonneville Power Administration (BPA) supplies power to 130 retail utilities and serves 4.8 million consumers in Oregon, Washington, Idaho, Montana, and parts of Wyoming, Nevada, and California.
Program Name	
<b>Program Background</b>	
Budget	BPA provides reimbursements to its public utility customers through Conservation Rate Credits and Energy Conservation Agreements. Budgets are based on goals set by individual utilities.
Goals and Objectives	<p>BPA's energy efficiency goals are guided by the Northwest Power and Conservation Council's Sixth Power Plan. BPA goals for energy efficient appliances in 2010 include approximately 2 aMW.</p> <p>BPA provides reimbursements to BPA public utilities in support of their individual appliance incentives/rebates for the following appliances: ENERGY STAR clothes washers (\$70/\$25), refrigerators (\$25), freezers (\$25), and refrigerator/freezer recycling (\$125).</p> <p>In addition, BPA works with the Northwest Energy Efficiency Alliance to conduct analysis and evaluation of market penetration and market transformation of ENERGY STAR appliances.</p>
Contact	Sarah F. Moore, Residential Lead 503.230.4157, <a href="mailto:sfmoore@bpa.gov">sfmoore@bpa.gov</a>
Web Site	<a href="http://www.bpa.gov/Energy/N/residential.cfm">www.bpa.gov/Energy/N/residential.cfm</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Midstream / downstream
	Customer type: Residential end consumers
	Incentive amount: \$70 w/ electric water heater; \$25 w/ gas water heater
	Training: N/A
	Marketing: POP, bill inserts, utility newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Midstream / downstream
	Customer type: Residential end consumers
	Incentive amount: \$25

	Training: N/A
	Marketing: POP, bill inserts, utility newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market focus: Midstream / downstream
	Customer type: Residential end consumers
	Incentive amount: \$25
	Training: N/A
	Marketing: POP, bill inserts, utility newsletter
	Uses the ENERGY STAR platform: Yes
Coordination	The WashWise clothes washer promotion in Washington is coordinated with water utilities and districts and with a statewide ARRA Appliance Rebate Program.
Recycling	BPA provides reimbursement of \$125 per decommissioned unit to utilities offering refrigerator/freezer recycling programs. To qualify, the existing appliance must be verified as functional and be a minimum of 10 cubic feet capacity. The unit must be decommissioned and its components recycled. Documentation requirements include: address from where the unit was picked up, disposal/recycling documents, and cubic size of refrigerator/freezer.
Future Program Components	
Plans for 2011	2011 program components are expected to be very similar to 2010.

Organization	<b>Cape Light Compact</b>
Type	Energy Efficiency Provider
Service Territory	Over 158,000 residential customers on Cape Cod
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
<b>Program Background</b>	
Budget	The current budget cycle runs from 1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve kWh savings through unit sales of energy efficient products.
Contact	Margaret Song, Cape Light Compact 508-375-6843, <a href="mailto:msong@capelightcompact.org">msong@capelightcompact.org</a> Heather Vail, Lockheed Martin 508-460-3416, <a href="mailto:heather.j.vail@lmco.com">heather.j.vail@lmco.com</a>
Web Site	<a href="http://www.capelightcompact.org">www.capelightcompact.org</a> / <a href="http://www.masssave.com">www.masssave.com</a>
<b>2010 Program Components</b>	
Refrigerators and Freezers	Market focus: Downstream
	Customer type: All
	Incentives: Mail-in rebate for Refrigerators and Freezers
	Training: Retail associates are provided training through field implementation contractor. Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Marketing: Promotional events
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Midstream
	Customer type: All
	Incentives: Midstream Incentive
	Training: Retail associates are provided training through field implementation contractor. Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.

	Marketing: Promotional events
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream/Midstream
	Customer type: All
	Incentives: Mail in rebate for consumer & incentive for eligible installers
	Training: Retail associates are provided training through field implementation contractor. Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Marketing: Promotional events
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor. Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Marketing: Promotional events
	Uses the ENERGY STAR platform: Yes
Coordination	Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative
Recycling	Recycling of room AC and dehumidifiers is offered through coordinated events with industry partners. A refrigerator bounty program through JACO is expected to roll out in April 2010.
Future Program Components	
Plans for 2011	At this time, they are working under a three-year plan with many of the same incentives throughout those years.

Organization	City of Palo Alto Utilities
Type	Utility
Service Territory	24,495 Residential Customers in the City of Palo Alto, California
Program Name	Smart Energy Program
<b>Program Background</b>	
Budget	Budget is not separately available.
Goals and Objectives	Overall Goals: Currently, the program reduces about 750,000 kilowatt hours in first year annual savings. Evaluation Methods: Total Resource Cost Test exceeds 1.0 at the measure level, except for multi-utility appliances (dishwasher, insulation, washing machine, etc.) where total utility savings are included in the analysis—not just electricity.
Contact	Joyce Kinnear (650) 329-2652, <a href="mailto:joyce.kinnear@cityofpaloalto.org">joyce.kinnear@cityofpaloalto.org</a>
Web Site	<a href="http://www.cityofpaloalto.org/SmartEnergy">www.cityofpaloalto.org/SmartEnergy</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Residents and businesses
	Incentives: CEE Tier 2: \$35; CEE Tier 3: \$75 (also pay water rebates)
	Training: No
	Marketing: Bill inserts, web, program brochures
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: Residents
	Incentives: CEE Tier 1: \$30; CEE Tier 2: \$50
	Training: No
	Marketing: Bill inserts, web, program brochures
	Uses the ENERGY STAR platform: No

	Uses CEE specifications: Yes
Refrigerators	Market focus: Downstream
	Customer type: Residents
	Incentives: \$50
	Training: No
	Marketing: Bill inserts, web, program brochures
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: Residents
	Incentives: N/A
	Training: No
	Marketing: N/A
	Uses the ENERGY STAR platform: N/A
	Uses CEE specifications: N/A
Pool Pumps	Market focus: Downstream
	Customer type: Residents
	Incentives: \$200
	Training: N/A
	Marketing: N/A
Coordination	Coordinate the washing machine and dishwasher rebates with water utility.
Recycling	Appliance recycling is offered for refrigerators. JACO picks up working refrigerators and pays a \$35 rebate
Future Program Components	
Plans for 2011	Still in development

Organization	Commonwealth Edison
Type	Utility
Service Territory	Approximately 3.5 million residential customers in Northern 2/3 of Illinois, including Chicago metro area
Program Name	White Goods Pilot – small in size (likely only 15 retail locations). Exact program details TBD.
<b>Program Background</b>	
Budget	Approximately \$500K (final budget pending) June–November (exact timing pending)
Goals and Objectives	Overall Goals: Increase the sales of select ENERGY STAR clothes washers and refrigerators Evaluation Methods: Number of units and kWh saved (TBD)
Contact	Alicia Forrester, Program Manager 630-576-6917, <a href="mailto:alicia.forrester@comed.com">alicia.forrester@comed.com</a>
Web Site	<a href="http://www.comed.com/smartideas.com">www.comed.com/smartideas.com</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: All residential customers
	Incentives: \$50
	Training: Field reps will train retailers on the program
	Marketing: POP and in-store retail events (marketing tactics will increase if pilot becomes full fledged program)
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: TBD
Refrigerators	Market focus: Downstream
	Customer type: All residential customers
	Incentives: \$50
	Training: Field reps will train retailers on the program
	Marketing: POP and in-store retail events (marketing tactics will increase if pilot becomes full fledged program)

	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: TBD
Coordination	None
Recycling	We have a separate ComEd Smart Ideas Appliance Recycling Program that recycles working refrigerators, freezers, and room air conditioners.
Future Program Components	
Plans for 2011	If the pilot is successfully evaluated, it will likely be expanded in size and applicable appliance types will be included in ComEd's next 3 year Energy Efficiency Portfolio Standard for 2011-2013.

**CEE**  Residential Appliance Program Summary

Organization	Efficiency Maine
Type	Energy Division of the Maine Public Utilities Commission
Service Territory	600,000 residential customers in the state of Maine
Program Name	Residential Appliance Program
Program Background	
Budget	FY 2010, \$900,000
Goals and Objectives	Goal: All appliance stores in Maine participating, 2.5 M kWh Evaluation Method: Market transformation, name recognition
Contact	Richard Bacon, Program Manager 207-287-8349, <a href="mailto:richard.bacon@maine.gov">richard.bacon@maine.gov</a>
Web Site	<a href="http://www.energymaine.com">www.energymaine.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: All
	Incentives: \$50
	Training: No
	Marketing: POP and store promotion
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: All
	Incentives: \$75
	Training: No
	Marketing: POP and store promotion
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream

	Customer type: All
	Incentives: \$25
	Training: No
	Marketing: POP and store promotion
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None
Recycling	No
Future Program Components	
Plans for 2011	Not complete at this time.

<b>Organization</b>	<b>Efficiency Vermont</b>
<b>Type</b>	Efficiency Utility
<b>Service Territory</b>	Efficiency Vermont serves all of the electric ratepayers of the state of Vermont, of which approximately 300,000 are residential ratepayers.
<b>Program Name</b>	Efficiency Vermont Retail Efficient Products Appliance Initiative
<b>Program Background</b>	
<b>Budget</b>	Efficiency Vermont has \$700,000 budgeted for efficient appliance promotion, and \$750,000 budgeted for the Second Refrigerator Retirement Initiative in calendar year 2010.
<b>Goals and Objectives</b>	The goal of the residential appliance program is to increase market share and achieve approximately 7,000 MWh in energy savings in 2010.
<b>Contact</b>	Michael Russom (802) 860-4095 ext. 1099, <a href="mailto:mrussom@veic.org">mrussom@veic.org</a>
<b>Web Site</b>	<a href="http://www.encyvermont.com">www.encyvermont.com</a>
<b>2010 Program Components</b>	
<b>Clothes Washers</b>	Market focus: Downstream
	Customer type: All
	Incentives: \$50 for CEE Tier 3
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
<b>Refrigerators</b>	Market focus: Downstream
	Customer type: All
	Incentives: \$25 mail-in rebate for ENERGY STAR, \$50 mail-in rebate for CEE Tier 2
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
	Uses the ENERGY STAR platform: Yes

Room AC	Market focus: Downstream
	Customer type: All
	Incentives: \$25 mail in rebate for ENERGY STAR, \$40 mail-in rebate for CEE Tier 1
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Pool Pumps	Market focus: Downstream and midstream
	Customer type: All
	Incentives: \$200 mail-in rebate and \$50 installer rebate for 2-speed and variable speed pool pumps
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
Dehumidifiers	Market focus: Downstream
	Customer type: All
	Incentives: \$25 mail-in rebate for Energy Star
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
	Uses the ENERGY STAR platform: Yes
Freezers	Market focus: Downstream
	Customer type: All
	Incentives: \$25 mail-in rebate for Energy Star
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website and co-op advertising is also available to retail partners.
	Uses the ENERGY STAR platform: Yes

## CEE Residential Appliance Program Summary

Coordination	Pool Pump Initiative is in coordination with Massachusetts Efficiency Programs through Lockheed Martin.
Recycling	Recycling is offered for refrigerators and freezers. They contract with JACO Environmental to pick up and recycle Secondary Refrigerators, and offer a \$30 incentive to participating customers.
Future Program Components	
Plans for 2011	They are considering moving some of our appliance incentives upstream for 2011, however further details are TBD.

Organization	Energy Trust of Oregon
Type	Statewide Efficiency Program Administrator
Service Territory	Energy Trust serves Oregon customers of Portland General Electric, Pac Power, NW Natural and Cascade Natural Gas.
Program Name	Energy Trust New Homes and Products
Program Background	
Budget	Energy Trust Products Program runs January 1, 2010–December 31, 2010 and has an incentive budget of \$5,947,957
Goals and Objectives	Program goals are to save 43,860,051 kWh and support the sales of over 580,483 CFLs, 22,308 clothes washers, 9,000 refrigerators and freezers, and 8,001 dishwashers in Oregon. In addition, the program has a therm savings goal of 50,016 therms. The program continues to create long-term viability for ENERGY STAR branded home products by continuing to implement on-the-ground retailer focused marketing, education, sales training, and tools to fortify ENERGY STAR brand awareness among consumers and market actors.
Contact	Kendall Youngblood, Residential Sector Manager 503-445-7622, <a href="mailto:kendall.youngblood@energytrust.org">kendall.youngblood@energytrust.org</a>
Web Site	<a href="http://www.energytrust.org">www.energytrust.org</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$75 w/ MEF of 2.2 or higher
	Training: Training offered to retailers on all appliances and program offerings.
	Marketing: POP, bill inserts, radio, TV, newspaper and magazine ads, and yearly mailings.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes, Tier 3
Dishwashers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$25 on models that use 268 kWh/year or less
	Training: Training offered to retailers on all appliances and program offerings.
	Marketing: POP, bill inserts, radio, TV, newspaper and magazine ads, and yearly mailings.

	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$50
	Training: Training offered to retailers on all appliances and program offerings.
	Marketing: POP, bill inserts, radio, TV, newspaper and magazine ads, and yearly mailings.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Tier 1
Coordination	Not at this time.
Recycling	Appliance recycling is offered for refrigerators and freezers. Energy Trust contracts with JACO Environmental to implement a recycling program to Oregon customers of PGE and Pac Power. Units must be working and between 10 and 30 cubic feet to qualify.
Future Program Components	
Plans for 2011	Program plans for 2011 have not been finalized yet.

Organization	Eugene Water & Electric Board (EWEB)
Type	Publicly owned Water & electric utility
Service Territory	86,721 total customers (77,579 residential) over 235 square miles of Lane County, Oregon – primarily Eugene, Oregon
Program Name	Energy Efficient Appliance & Lighting Rebate Program
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: Continued energy savings and a push toward market transformation for high efficiency appliances; resource acquisition through conservation, market transformation Evaluation Methods: Customer satisfaction surveys, whether we meet our annual goals and targets for total kWh savings
Contact	Colleen Wedin, Energy Management Specialist III 541-685-7362, <a href="mailto:colleen.wedin@eweb.org">colleen.wedin@eweb.org</a>
Web Site	<a href="http://www.eweb.org">www.eweb.org</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$35 w/ gas water heater; \$70 w/ electric water heater
	Training: We will train retail staff as needed.
	Marketing: POP, bill message, radio, newspaper, utility newsletters, home shows, other education and outreach such as earth day, etc.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$25
	Training: We will train retail staff as needed.
	Marketing: POP, bill message, radio, newspaper, utility newsletters, home shows, other education and outreach such as earth day, etc.
	Uses the ENERGY STAR platform: Yes

**CEE** Residential Appliance Program Summary

	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$25; \$30 for recycling
	Training: We will train retail staff as needed.
	Marketing: POP, bill message, radio, newspaper, utility newsletters, home shows, other education and outreach such as earth day, etc.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: \$25
	Training: We will train retail staff as needed.
	Marketing: POP, bill message, radio, newspaper, utility newsletters, home shows, other education and outreach such as earth day, etc.
	Uses the ENERGY STAR platform: Yes
Coordination	Just our own water department
Recycling	Appliance recycling is offered for refrigerators and freezers through JACO (\$30). 10-30 cf unit in working condition, non ENERGY STAR
Future Program Components	
Plans for 2011	Continue to offer the same services, perhaps expand to heat pump water heaters if they are deemed appropriate for our climate

Organization	FortisBC
Type	Utility
Service Territory	160,000 residents in the southeastern area of British Columbia
Program Name	PowerSense
Program Background	
Budget	Budget cycle is January to December. There is no specific budget allocated to the appliance program; the nascent appliance program is included in the New Home Program's budget of \$148,000.
Goals and Objectives	Overall Goals: Not determined Evaluation Methods: Not determined
Contact	Keith Veerman, Manager Energy Efficiency (250) 469-8072
Web Site	<a href="http://www.fortisbc.com/powersense">www.fortisbc.com/powersense</a>
2010 Program Components	
Clothes Washers	Market focus: Midstream and Downstream
	Customer type: All retailers and consumers
	Incentives: \$50 rebate for 3 month spring campaign
	Training: No
	Marketing: POP, rebate forms, face-to-face, newspaper, newsletter and website
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Refrigerators	Market focus: Midstream and Downstream
	Customer type: All retailers and consumers
	Incentives: \$50 rebate for new home; must be included with ENERGY STAR fan and range
	Training: No
	Marketing: Face-to-face (builders and consumers ), website
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No

Room AC	Market focus: Midstream and Downstream
	Customer type: All retailers and consumers
	Incentives: \$100/ton
	Training: No
	Marketing: Under construction
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	Working to partner with natural gas provider
Recycling	No
Future Program Components	
Plans for 2011	Significantly expanded and would include some recycling component

Organization	Hydro-Québec
Type	Utility
Service Territory	2.9 million households, Québec, Canada
Program Name	Energy Wise appliance program
Program Background	
Budget	Overall budget of \$1.2 million
Goals and Objectives	Overall goals: 2.6 Gwh Evaluation Methods: From 2006 to 2009, Program is evaluated on the increase in market share of ENERGY STAR appliances and influence of the program on customers and retailers in terms of reducing the market barriers of awareness, affordability, availability and accessibility. In 2010, they will become an awareness program and make some studies and survey on the participant of the contest
Contact	Jonathan Grondin, Marketing Consellor 514-879-4100 ext. 6585, <a href="mailto:grondin.jonathan@hydro.qc.ca">grondin.jonathan@hydro.qc.ca</a>
Web Site	<a href="http://www.hydroquebec.com/residential/energystar/index.html">www.hydroquebec.com/residential/energystar/index.html</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: From 2006 to 2009 yes (\$100 until 2008 and \$50 in 2008 and 2009) 2010: contest to customers
	Training: We train staff in retails stores. It's available on CD-ROM and on Internet
	Marketing: POP, web banners, coupons etc to make the promotion of the contest on ENERGY STAR appliances
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: No (currently a contest)
	Training: We train staff in retails stores. It's available on CD-ROM and on Internet
	Marketing: POP, web banners, coupons etc to make the promotion of the contest on ENERGY

	STAR appliances
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential customers
	Incentives: From 2006 to 2009 yes (\$50) Not anymore (currently a contest)
	Training: We train staff in retails stores. It's available on CD-ROM and on Internet
	Marketing: POP, web banners, coupons etc to make the promotion of the contest on ENERGY STAR appliances
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers and Bottled Water Coolers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: Freezers (2008 and 2009) (\$25) Not anymore (currently a contest)
	Training: We train staff in retails stores. It's available on CD-ROM and on Internet
	Marketing: POP, web banners, coupons etc to make the promotion of the contest on ENERGY STAR appliances
	Uses the ENERGY STAR platform: Yes
Coordination	None
Recycling	<p>Appliance recycling is offered for refrigerators and freezers through Recyc-Frigo Program (<a href="http://www.recyc-frigo.com">www.recyc-frigo.com</a>). To participate, you must be a Québec resident and live in a municipality that is covered by the RECYC-FRIGO program.</p> <p>This program is for Québec homeowners and tenants who own their appliances, even if electricity is included in their rent. To qualify for the program, you must own a refrigerator in working condition, i.e., plugged in and capable of cooling at the time of pick up; over 10 years old (in 2009, a refrigerator manufactured before 1999); ranging from 10 to 25 cubic feet in interior volume. A maximum of two appliances per address are eligible in one of the following combinations: Two refrigerators, two freezers, or one refrigerator and one freezer.</p> <p>The appliances that are collected are taken out of service and dismantled. Each component is recycled or destroyed in accordance with strict environmental standards.</p>
Future Program Components	
Plans for 2011	N/A

Organization	Idaho Power Company
Type	Utility
Service Territory	Idaho Power serves approximately 400,000 customers in Idaho and Eastern Oregon.
Program Name	Home Products
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: 1,426,000 kWh; educate customers about energy efficient home products
Contact	Ryan Hartnett, Program Specialist 208-388-5396, <a href="mailto:rhartnett@idahopower.com">rhartnett@idahopower.com</a>
Web Site	<a href="http://www.idahopower.com/homeproducts">www.idahopower.com/homeproducts</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream (directly to consumer at store level)
	Customer type: Residential customers
	Incentives: \$50 for ENERGY STAR clothes washer
	Training: Minimal sales staff training
	Marketing: Bill inserts, clings, floor clings, floor mats, brochures, web site, occasional radio
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream (directly to consumer at store level)
	Customer type: Residential customers
	Incentives: \$30 for ENERGY STAR refrigerator
	Training: Minimal sales staff training
	Marketing: Bill inserts, clings, floor clings, floor mats, brochures, web site, occasional radio
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None

Recycling	<p>Recycling is offered for refrigerators through a separate program (See Ya Later Refrigerator)</p> <p>Must be Idaho Power customer; unit must be in working condition; Other restrictions apply. See program Web site for complete details. Idaho Power contracts with JACO Environmental to provide recycling services.</p>
Future Program Components	
Plans for 2011	Plan to continue to evaluate new products to add to program

Organization	Long Island Power Authority (LIPA)
Type	Utility
Service Territory	LIPA has nearly 1 million residential customers on Long Island
Program Name	Energy Efficient Products Program
Program Background	
Budget	Calendar year 2010: \$3,050,000 (includes incentives, rebates and contractor costs)
Goals and Objectives	Overall Goals: The total MW goal for the entire Energy Efficient Products Program (including lighting) is 8.72 for 2010. The MWH goal (including lighting) is 92,959 for 2010. Results are evaluated by the number of products sold/rebated.
Contact	Renee Crespi, Program Manager 631-755-5301, <a href="mailto:rcrespi@service.lipower.org">rcrespi@service.lipower.org</a>
Web Site	<a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a>
2010 Program Components	
Refrigerators	Market focus: Downstream
	Customer type: All residential customers
	Incentives: \$75 mail-in rebate for new ENERGY STAR qualified refrigerators larger than 7.75 cubic ft and \$35 customer rebate to recycle working refrigerator or freezer.
	Training: Yes for all products LIPA's field representatives train sales associates and store owners/ managers on a regular basis. Formal training sessions are held at the store level for new hires/new store openings. The program participates in other training sessions as requested (kitchen designers, etc.) and offers regular ENERGY STAR program and product training for associates and corporate trainers.
	Marketing: LIPA offers a cooperative advertising program which leverages retailer funds to promote ENERGY STAR qualified products, and in-store Point of Purchase materials promote the LIPA Energy Efficient Products Program. LIPA also promotes the program through periodic bill inserts, radio, TV, and print ads, as well as the LIPA Web page ( <a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a> ).
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Upstream and mid-stream
	Customer type: All residential customers

	Incentives: \$50 for 5000-6000 BTUs and \$35 for 6001-8000 BTUs
	Training: Yes for all products LIPA's field representatives train sales associates and store owners/ managers on a regular basis. Formal training sessions are held at the store level for new hires/new store openings. The program participates in other training sessions as requested (kitchen designers, etc.) and offers regular ENERGY STAR program and product training for associates and corporate trainers.
	Marketing: LIPA offers a cooperative advertising program which leverages retailer funds to promote ENERGY STAR qualified products, and in-store Point of Purchase materials promote the LIPA Energy Efficient Products Program. LIPA also promotes the program through periodic bill inserts, radio, TV, and print ads, as well as the LIPA Web page ( <a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a> ).
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pumps	Market focus: Midstream and downstream
	Customer type: All residential customers and installers
	Incentives: Variable Speed Pool Pumps: \$200 mail-in rebate for customer and \$100 for installer. Two-Speed Pumps: \$75 mail-in rebate for both customer and installer.
	Training: Yes for all products LIPA's field representatives train sales associates and store owners/ managers on a regular basis. Formal training sessions are held at the store level for new hires/new store openings. The program participates in other training sessions as requested (kitchen designers, etc.) and offers regular ENERGY STAR program and product training for associates and corporate trainers.
	Marketing: LIPA offers a cooperative advertising program which leverages retailer funds to promote ENERGY STAR qualified products, and in-store Point of Purchase materials promote the LIPA Energy Efficient Products Program. LIPA also promotes the program through periodic bill inserts, radio, TV, and print ads, as well as the LIPA Web page ( <a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a> ).
Dehumidifiers	Market focus: Downstream
	Customer type: All residential customers
	Incentives: \$10 mail-in rebate for ENERGY STAR qualified dehumidifiers
	Training: Yes for all products LIPA's field representatives train sales associates and store owners/ managers on a regular basis. Formal training sessions are held at the store level for new hires/new store openings. The program participates in other training sessions as requested (kitchen designers, etc.) and offers regular ENERGY STAR program and product training for associates and corporate trainers.
	Marketing: LIPA offers a cooperative advertising program which leverages retailer funds to promote ENERGY STAR qualified products, and in-store Point of Purchase materials promote the LIPA Energy Efficient Products Program. LIPA also promotes the program through periodic bill inserts, radio, TV, and print ads, as well as the LIPA Web page ( <a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a> ).

	( <a href="http://www.lipower.org/efficiency">www.lipower.org/efficiency</a> ).
	Uses the ENERGY STAR platform: Yes
Coordination	None.
Recycling	Recycling is offered for refrigerators and freezers. Customer must be a LIPA residential customer and own the appliance. The appliance must be picked up from the residential address listed on the LIPA billing account. The refrigerator must be 10-30 cu. ft., plugged in, and operating (cooling) at the time of the scheduled pickup. Limit of two (2) appliances per year. Unit must be manufactured in 2001 or earlier. Customer will receive a \$35 check in the mail.
2010 Program Components	
Plans for 2011	None at this time.

Organization	Midwest Energy Efficiency Alliance – Illinois
Type	Energy Efficiency Organization
Service Territory	13-state footprint covering Midwest
Program Name	Illinois ENERGY STAR Appliance Rebate Program
<b>Program Background</b>	
Budget	Program runs January 31 – April 25, 2010. Budget is \$13,275,000.
Goals and Objectives	<p>This program will incentivize replacement of older appliances with specific residential ENERGY STAR qualified appliances and HVAC equipment purchased in Illinois through retail stores or contractors.</p> <p>Overall Goals: Save energy through incentivizing replacement of older appliances and purchase of ENERGY STAR qualified units. Project 8,200,000 annual kWh savings and 950,000 annual therms savings.</p> <p>Stimulate the state economy by using \$11.37 million in consumer rebates to increase sales through both contractor and retailer channels. Enhance existing utility rebate programs by increasing consumer interest in energy efficient products.</p> <p>Evaluation Methods: Consumer satisfaction surveys, consumer awareness of program N/A</p>
Contact	Jamie Peters, Senior Program Associate 312-784-7261, <a href="mailto:jpeters@mwalliance.org">jpeters@mwalliance.org</a>
Web Site	<a href="http://www.IllinoisEnergy.org/Appliances">www.IllinoisEnergy.org/Appliances</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: 15% off ENERGY STAR models April 16-25, 2010 at participating Illinois retailers
	Training: No
	Marketing: Web, email blasts, posters, press releases, call-in center
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: 15% off ENERGY STAR models April 16-25, 2010 at participating Illinois retailers

	Training: No
	Marketing: Web, email blasts, posters, press releases, call-in center
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators and Freezers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: 15% off ENERGY STAR models April 16-25, 2010 at participating Illinois retailers
	Training: No
	Marketing: Web, email blasts, posters, press releases, call-in center
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: Residential customers
	Incentives: 15% off ENERGY STAR models April 16-25, 2010 at participating Illinois retailers
	Training: No
	Marketing: Web, email blasts, posters, press releases, call-in center
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	Yes, the program is coordinated with Ameren Illinois Utilities & ComEd's HVAC rebate programs in order to utilize their participating HVAC contractor networks.
Recycling	<p>Recycling is offered for refrigerators and freezers. Recycling is promoted through an additional \$75 mail-in rebate which is available when customers get their old unit hauled away for safe recycling. Customer must provide proof of haul-away of old unit &amp; sales receipt showing their new unit was rebated through the April Appliance Sale.</p> <p>Stand-alone freezers (any size), full-sized (<math>\geq 7.75</math> cubic feet) refrigerators or fridge/freezer combos.</p> <p>No evaluation planned, as DOE does not require it.</p>
Future Program Components	
Plans for 2011	Program will likely be one-off as this is funded by ARRA.

Organization	Midwest Energy Efficiency Alliance – Indiana
Type	Energy Efficiency Org
Service Territory	13-state footprint covering Midwest
Program Name	Indiana Appliance Recycling Program
<b>Program Background</b>	
Budget	March 2010 – February 2011, \$200k (still taking on sponsors, could grow)
Goals and Objectives	<p>Recycle old, inefficient fridges/freezers for Indiana consumers while providing a financial incentive and education on appliance efficiency. Old units are picked up for free and are recycled to recapture over 95% of materials.</p> <p>Overall Goals: Minimum of 425 units, potentially as many as 2,500 in year one</p> <p>Evaluation Methods: Consumer satisfaction surveys, consumer awareness of program</p>
Contact	Chad Bulman, Program Manager (312) 784-7275
Web Site	<a href="http://www.mwalliance.org/programs/refrigerator-recycling">www.mwalliance.org/programs/refrigerator-recycling</a>
<b>2010 Program Components</b>	
Coordination	N/A
Recycling	Appliance recycling is offered for refrigerators and freezers (\$30/unit). Units must be operational, 10-30 Cubic feet fridges/freezers eligible for residential consumers. Training incorporated for field staff. Marketing through web, bill inserts, local newspapers, email blasts, and posters/flyers. ENERGY STAR education for consumers.
<b>Future Program Components</b>	
Plans for 2011	Current program is a pilot initiative. Based on assessment of pilot, program is prepared to expand to 20-50 electric cooperatives.

Organization	National Grid
Type	Utility
Service Territory	1.2 Million customers in 168 communities in Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve kWh savings through unit sales of energy efficient products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, <a href="mailto:heather.j.vail@lmco.com">heather.j.vail@lmco.com</a>
Web Site	<a href="http://www.masssave.com">www.masssave.com</a>
2010 Program Components	
Refrigerators and Freezers	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for refrigerators and freezers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Midstream
	Customer type: All
	Incentives: Midstream incentive
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream/Midstream
	Customer type: All
	Incentives: Mail in rebate for consumer & incentive for eligible installers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
Coordination	Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative
Recycling	Recycling of Room AC is offered through coordinated events with industry partners. A refrigerator bounty program through JACO will continue through 2010.
Future Program Components	
Plans for 2011	N/A

Organization	New York State Energy Research and Development Authority (NYSERDA)
Type	State Government
Service Territory	6 Million Households in New York State Electric System Benefits Charge (SBC) Territory: Central Hudson Gas & Electric Corporation, Consolidated Edison Company of New York, Inc., New York State Electric & Gas Corporation, National Grid, Orange and Rockland Utilities, Inc., and Rochester Gas & Electric Corporation.
Program Name	New York Energy Smart <sup>SM</sup> Products Program (NYESPP)
Program Background	
Budget	There is no separate budget for the appliance initiative, as it is funded as part of the larger NYESPP which is allocated at \$2.0 Million for program implementation, \$1.95 Million for program incentives and NYSERDA also began with a pool of \$16.8 Million available for ARRA appliance rebate funding.
Goals and Objectives	<p>NYESPP goals include the following:</p> <ul style="list-style-type: none"> <li>• To increase public awareness of energy-efficient appliances, lighting, consumer electronics.</li> <li>• To educate and train retail sales staff throughout New York state on ENERGY STAR and energy-efficient products and how to upsell these products.</li> <li>• To expand the offering of ENERGY STAR and energy-efficient products in the New York retail market through partnerships with manufacturers worldwide.</li> <li>• To reduce kilowatt hours and peak load in New York state.</li> <li>• To increase the market share of ENERGY STAR and energy-efficient products.</li> </ul> <p>Evaluation Methods: Cumulative market share of ENERGY STAR appliances, and increase in the amount of appliance retailer program partners.</p>
Contact	Kerry P. Hogan, Assistant Project Manager 518-862-1090 ext. 3509, <a href="mailto:kph@nyserdera.org">kph@nyserdera.org</a>
Web Site	<a href="http://www.GetEnergySmart.org">www.GetEnergySmart.org</a>
2010 Program Components	
Clothes Washers	Market focus: Upstream and Midstream
	Customer type: Residential Applications
	Incentives: Co-op funds for all types of media advertising and targeted promotions. ARRA funded rebates available until funds are exhausted
	Training: Yes, in-store sales staff training on ENERGY STAR and other energy efficient products
	Marketing: FREE, eye-catching and effective in-store, POP materials for Partners and

**CEE**  Residential Appliance Program Summary

	additional media recognition via NYSERDA sponsored TV, radio, and print campaigns
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes, ARRA funded bundled rebate
Dishwashers	Market focus: Upstream and Midstream
	Customer type: Residential Applications
	Incentives: Co-op funds for all types of media advertising and targeted promotions. ARRA funded rebates available until funds are exhausted
	Training: Yes, in-store sales staff training on ENERGY STAR and other energy efficient products
	Marketing: FREE, eye-catching and effective in-store, POP materials for Partners and additional media recognition via NYSERDA sponsored TV, radio, and print campaigns
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes, ARRA funded bundled rebate
Refrigerators	Market focus: Upstream and Midstream
	Customer type: Residential Applications
	Incentives: Co-op funds for all types of media advertising and targeted promotions. ARRA funded rebates available until funds are exhausted
	Training: Yes, in-store sales staff training on ENERGY STAR and other energy efficient products
	Marketing: FREE, eye-catching and effective in-store, POP materials for Partners and additional media recognition via NYSERDA sponsored TV, radio, and print campaigns
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes, ARRA funded bundled rebate
Room AC	Market focus: Upstream and Midstream
	Customer type: Residential Applications
	Incentives: Co-op funds for all types of media advertising and targeted promotions.
	Training: Yes, in-store sales staff training on ENERGY STAR and other energy efficient products
	Marketing: FREE, eye-catching and effective in-store, POP materials for Partners and additional media recognition via NYSERDA sponsored TV, radio, and print campaigns
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pumps	Market focus: Upstream
	Customer type: Residential Applications
	Incentives: Co-op funds for all types of media advertising and targeted promotions.
	Training: No
	Marketing: Additional media recognition via NYSERDA sponsored TV, radio, and print campaigns
Coordination	NYESPP coordinates with over 1,000 retail partners that sell ENERGY STAR-qualified appliances, lighting, and other energy efficient products. A team of 10 field representatives visit these stores monthly to provide program information, training, point-of-purchase materials, and other assistance as needed.
Recycling	No
Future Program Components	
Plans for 2011	At the present time, plans for 2011 have not been developed.

**CEE**  Residential Appliance Program Summary

Organization	<b>NSTAR Electric</b>
Type	Utility
Service Territory	770,000 customers in 81 communities throughout Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
<b>Program Background</b>	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve kWh savings through unit sales of energy efficient products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, <a href="mailto:heather.j.vail@lmco.com">heather.j.vail@lmco.com</a>
Web Site	<a href="http://www.masssave.com">www.masssave.com</a>
<b>2010 Program Components</b>	
Refrigerators and Freezers	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for refrigerators and freezers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Midstream
	Customer type: All
	Incentives: Midstream incentives
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream/Midstream
	Customer type: All
	Incentives: Mail in rebate for consumer & incentive for eligible installers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
Coordination	Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative
Recycling	Recycling of Room AC is offered through coordinated events with industry partners. A refrigerator bounty program through JACO will roll out in April 2010.
Future Program Components	
Plans for 2011	N/A

**CEE**  Residential Appliance Program Summary

Organization	Pacific Gas and Electric (PG&E)
Type	Utility
Service Territory	15 million residential customers in northern California
Program Name	Energy Efficiency Appliances Program
<b>Program Background</b>	
Budget	Currently on a three-year program cycle
Goals and Objectives	Overall Goals: Our goals are energy savings goals (KW, KWH and Therms) Evaluation Methods: Customer satisfaction, market penetration, customer participation
Contact	Allison Bard, Program Manager 415-973-0901, <a href="mailto:ASBd@pge.com">ASBd@pge.com</a>
Web Site	<a href="http://www.pge.com/rebates">www.pge.com/rebates</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream and Midstream
	Customer type: Residential and Small Business Customers
	Incentives: \$50 CEE Tier 3
	Training: In-store training for sales associates
	Marketing: POP, mailings, web campaigns
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: Residential and Small Business Customers
	Incentives: \$30 and \$50 in alignment with ENERGY STAR specifications
	Training: In-store training for sales associates
	Marketing: POP, mailings, web campaigns
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes

Room AC	Market focus: Downstream
	Customer type: Residential and Small Business Customers
	Incentives: \$50 ENERGY STAR
	Training: In-store training for sales associates
	Marketing: POP, mailings, web campaigns
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream, Midstream, and Upstream
	Customer type: Residential only for now; commercial coming soon
	Incentives: Variable-speed pumps only: \$100 to customer, \$200 – installer, \$100 – Mfr through Up/Midstream program.
	Training: Yes – pool efficiency training a required component for installer participation.
	Marketing: PG&E attends events with pool demo trailer (has pumps on it and shows instantaneous power demand). Provide brochures to installers about Title 20 and pump energy usage. Also: Manufacturer-created and supplied materials.
Coordination	The clothes washer program is coordinated with water utilities/agencies in their service territory.
Recycling	Recycling is offered for refrigerators, freezers, and room AC. They coordinate with a contractor that is pre-selected and only pick up working units. The unit must be responsibly recycled.
Future Program Components	
Plans for 2011	N/A

Organization	<b>PacifiCorp (Pacific Power and Rocky Mountain Power)</b>
Type	Electric Utility
Service Territory	Pacific Power in the states of California and Washington: 135,000 customers Rocky Mountain Power in the states of Utah, Idaho, and Wyoming: 800,000 customers
Program Name	Home Energy Savings Program
<b>Program Background</b>	
Budget	Annual budget for appliance portion of program is \$2.7 - \$4 million.
Goals and Objectives	Overall Goals: Appliance savings goals: 4 - 6 million kWh – net. Shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager. 503-813-5153, <a href="mailto:greg.stiles@pacificcorp.com">greg.stiles@pacificcorp.com</a>
Web Site	<a href="http://www.rockymountainpower.net/res/sem/epi.html">www.rockymountainpower.net/res/sem/epi.html</a> <a href="http://www.pacificpower.net/hes">www.pacificpower.net/hes</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream and Midstream
	Customer type: Residential
	Incentives: Varies by state
	Training: Yes
	Marketing: Variety including point-of-purchase materials, print advertising, outreach events, and website features.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream and Midstream
	Customer type: Residential
	Incentives: Varies by state
	Training: Yes
	Marketing: Variety including point-of-purchase materials, print advertising, outreach events, and website features.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Refrigerators	Market focus: Downstream and Midstream
	Customer type: Residential
	Incentives: Varies by state
	Training: Yes
	Marketing: Variety including point-of-purchase materials, print advertising, outreach events, and website features.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream and Midstream
	Customer type: Residential
	Incentives: Varies by state
	Training: Yes
	Marketing: Variety including point-of-purchase materials, print advertising, outreach events, and website features.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None
Recycling	Recycling is offered for clothes washers, refrigerators, freezers, and room air conditioners.
Future Program Components	
Plans for 2011	N/A

Organization	Public Service Company of New Mexico (PNM)
Type	Public Utility
Service Territory	443,000 residential customers in central, northern and southern New Mexico
Program Name	Low Income Refrigerator Replacement & Refrigerator Recycling Programs
<b>Program Background</b>	
Budget	Current Cycle - 1/1/10 to 12/31/10 Budget For Replacement - \$926,799 (Managed by New Mexico Mortgage Finance Authority and includes CFL replacement budget) Budget For Recycling - \$1,397,949 (Managed by JACO)
Goals and Objectives	Replacement – 1000 units and 1,166,000 kWh savings in 2010. Forecasted lifetime savings for the program is 42 Million GWh over a 10 year program life beginning in 2009. Recycling – 10,000 units and 6,730,000 kWh savings in 2010. Forecasted lifetime savings for the program is 407 Million GWh over a 10 year program life beginning in 2008.
Contact	Emma Van Moorsel, Senior Program Developer 505-241-4425, <a href="mailto:Emma.vanMoorsel@pnm.com">Emma.vanMoorsel@pnm.com</a>
Web Site	<a href="http://www.pnm.com/rebates/fridge.htm">www.pnm.com/rebates/fridge.htm</a>
<b>2010 Program Components</b>	
Refrigerators	Market focus: Downstream
	Customer type: Low Income Replacements and Residential and Commercial Recycling
	Incentives: \$30 per recycled refrigerator
	Training: No
	Marketing: MFA manages replacement program. PNM uses bill inserts, radio, TV, and outdoor advertising for recycling program.
	Uses the ENERGY STAR platform: Yes. All new replacement refrigerators must meet or exceed ENERGY STAR standards. However, in the event ENERGY STAR does not make a specific size, non-ENERGY STAR refrigerators will be allowed (e.g. mobile homes).
	Uses CEE specifications: No
Coordination	Refrigerator replacement is managed by MFA as part of their income weatherization efforts and they also coordinate with the New Mexico Gas Company. Third party contractor JACO manages our refrigerator recycling program.
Recycling	Appliance recycling is offered for refrigerators. Refrigerator must be in working condition. Typical kitchen-sized units 10 to 27 cubic feet in size. Commercial units and dorm-sized refrigerators do not qualify. All makes and models accepted. Limit two refrigerators and / or

	<p>freezers per household. There is no limit for business customers.</p> <p>Appointments for pick up are managed by JACO by phone or on-line. Customers receive a \$30 rebate for each refrigerator or freezer recycled.</p>
<p>Future Program Components</p>	
<p>Plans for 2011</p>	<p>For 2011 they looked into offering a consumer rebate program for ENERGY STAR dishwashers, clothes washers, refrigerators and also variable speed pool pumps. However none of these pass the TRC test based on their current load forecast and the associated avoided costs.</p>

Organization	<b>Puget Sound Energy</b>
Type	Utility
Service Territory	1,000,000 electric customers and approximately 700,000 natural gas customers in Washington
Program Name	WashWise Clothes Washer Rebate Program Secondary Refrigerator/Freezer Recycling Program
<b>Program Background</b>	
Budget	Budget cycle 2010-11. Rebates are based on funding availability and are subject to change without notification.
Goals and Objectives	Customers to purchase and use premium energy-efficient clothes washers: MEF 2.0 and above, WF 6.0 and below. Customers to recycle their secondary refrigerator/freezer from their basement or garage.
Contact	Laura Wilson, EES Program Manager, Retail and Consumer Channel 425-456-2462, <a href="mailto:laura.wilson@pse.com">laura.wilson@pse.com</a>
Web Site	<a href="http://www.pse.com">www.pse.com</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentives: Residential customers can receive a rebate of \$50, \$70 or \$100 based on CEE tier levels.
	Training: Yes, they provide store sales associates training.
	Marketing: Mainly POP, store sales associate training, bill inserts, and EnergyWise newsletter. Sometimes print, radio, and online.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Refrigerators	Market focus: Downstream
	Customer type: Residential
	Incentives: Residential can receive \$30 rebate with free pick up and recycling for old refrigerators and/or freezers.
	Training: No
	Marketing: Mainly bill inserts, EnergyWise newsletter, and advertising on recycling trucks.

	Sometimes print, radio, and online.
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: No
Coordination	Regional electric and water utilities jointly participate in the WashWise Clothes Washer Rebate Program.
Recycling	Puget Sound Energy offers a \$30 rebate with free pick up and recycling for old, secondary refrigerators and/or freezers. This offer is available for up to two units per residential address. A qualified unit of any age must be currently owned by the rebate recipient and be in working condition with an inside measurement of 10 cubic feet or more. PSE has contracted with ARCA, an appliance recycler, to pick up and properly recycle the units.
Future Program Components	
Plans for 2011	Participating in regional coordination and joint delivery of ARRA State Rebate and utility's rebate on CEE Tier 3 clothes washer category.

Organization	Questar Gas Company
Type	Natural Gas Utility
Service Territory	Approximately 900,000 customers in Utah and parts of Idaho and approximately 30,000 in southern parts of Wyoming
Program Name	ThermWise® Appliance Rebates Program
<b>Program Background</b>	
Budget	January through December
Goals and Objectives	Overall Goals: To increase customer awareness and use of energy-efficient practices and technologies in existing residential homes to achieve cost-effective natural gas savings. Projected number of participants: 32,646 with a total gross annual savings of 159,208 Dths
Contact	Sandra Ishii, Program Director, Appliances 801-324-5331, <a href="mailto:Sandra.Ishii@Questar.com">Sandra.Ishii@Questar.com</a>
Web Site	<a href="http://www.ThermWise.com">www.ThermWise.com</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream and Upstream
	Customer type: Residential
	Incentives: Rebates for purchasing and installing specific measures. Rebates are issued in the form of checks, not utility bill credits. MEF 1.80-1.99 \$50; MEF 2.00 or greater \$75 (must have gas water heat)
	Training: The program incorporates upstream trainings: Program representatives meet with and provide regular training to participating trade ally organizations on the program specifics, industry trends and specific energy efficiency applications features and benefits.
	Marketing: Marketing and outreach strategies include POP, bill inserts, radio, TV, newspaper ads, special events, local retail and distributor channels.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Natural Gas Dryers	Market focus: Downstream and Upstream
	Customer type: Residential
	Incentives: High-Efficiency Gas Dryer w/moisture sensor \$30
	Training: The program incorporates upstream trainings: Program representatives meet with and provide regular training to participating trade ally organizations on the program specifics, industry trends and specific energy efficiency applications features and benefits.

	Marketing: Marketing and outreach strategies include POP, bill inserts, radio, TV, newspaper ads, special events, local retail and distributor channels.
Coordination	Many of the same trade allies participate in Rocky Mountain Power (electric utility) Home Energy Savings Program, providing the opportunity to leverage implementation resources and coordinate offerings between programs. To this point Questar has not partnered with water utilities.
Recycling	The program does not include appliance recycling.
Future Program Components	
Plans for 2011	The 2011 plan should remain basically the same as 2010.

Organization	<b>Sacramento Municipal Utility District (SMUD)</b>
Type	Utility
Service Territory	522,238 residential customers in Sacramento County (and a small part of Placer County)
Program Name	Appliance Efficiency Program
<b>Program Background</b>	
Budget	1/1/10 – 12/31/10, \$85K
Goals and Objectives	Overall Goals: 1.465 MW / 5.435 GWH over 60 participating retailers Evaluation Method: Success for the Appliance Efficiency programs is that the annual savings and activity goals are met, that local appliance dealers floor and promote efficient appliances, refrigerators are recycled in an environmentally sound fashion rather than repurposed, pools are operated off-peak, customers are satisfied that SMUD helps them save energy and money in their homes and be environmentally friendly.
Contact	Paula Robertson, Product Services Specialist (916) 732-5429, <a href="mailto:probert@smud.org">probert@smud.org</a>
Web Site	<a href="http://www.smud.org">www.smud.org</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentives: \$35-\$175
	Training: Program Manager will provide in store training
	Marketing: POP, bill inserts, radio, TV and Web
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: Residential
	Incentives: \$30-\$50
	Training: Program Manager will provide in store training
	Marketing: POP, bill inserts, radio, TV and Web

	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Room AC	Market focus: Downstream
	Customer type: Residential
	Incentives: \$50
	Training: Program Manager will provide in store training
	Marketing: POP, bill inserts, radio, TV and Web
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Coordination	None
Recycling	Recycling is offered for refrigerators and freezers. Units must be in working condition, 10 to 27 cubic ft. in size, limit two units per residential address. JACO Environmental is the contractor. The program will have an impact evaluation done in 2010.
Future Program Components	
Plans for 2011	Upstream Program

Organization	San Diego Gas & Electric Company (SDG&E)
Type	Utility
Service Territory	Approximately 2.5 million customers in San Diego primarily
Program Name	Home Energy Efficiency Rebate Program
Program Background	
Budget	NA
Goals and Objectives	NA
Contact	Shannon Monroe, Senior Program Manager (858) 654-6401, <a href="mailto:smonroe2@semprautilities.com">smonroe2@semprautilities.com</a>
Web Site	<a href="http://www.sdge.com">www.sdge.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential consumer
	Incentives: \$150
	Training: Outsourced through retail support services
	Marketing: POP, energy notes, various pull & push strategies
	Uses the ENERGY STAR platform: No, administered through San Diego County Water Agency
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential consumer
	Incentives: \$30
	Training: Outsourced through retail support services
	Marketing: POP, energy notes, various pull & push strategies
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No

Refrigerators	Market focus: Downstream
	Customer type: Residential consumer
	Incentives: \$25
	Training: Outsourced through retail support services
	Marketing: POP, energy notes, various pull & push strategies
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: Residential consumer
	Incentives: \$50
	Training: Outsourced through retail support services
	Marketing: POP, energy notes, various pull & push strategies
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream
	Customer type: Residential consumer
	Incentives: \$200
	Training: Outsourced through retail support services
	Marketing: POP, energy notes, various pull & push strategies
Coordination	Coordinate with local water agency
Recycling	Recycling is offered for refrigerators, freezers, and room AC. The program is managed by De De Henry and is run with Appliance Recycling Centers of America (ARCA).
Future Program Components	
Plans for 2011	None.

Organization	<b>Salt River Project</b>
Type	Utility
Service Territory	935,000 residential customers
Program Name	Save with SRP
<b>Program Background</b>	
Budget	May 1 through April 30
Goals and Objectives	Overall Goals: Educate customers on how they can save on their utility bills, minimize water use and help reduce greenhouse gas emissions.
Contact	Lori Rogers, Sr. Planning Analyst (marketing) <a href="mailto:lori.rogers@srpnet.com">lori.rogers@srpnet.com</a> Rob Preiss, Program Manager (implementation) <a href="mailto:Robert.preiss@srpnet.com">Robert.preiss@srpnet.com</a>
Web Site	<a href="http://www.srpnet.com">www.srpnet.com</a> / <a href="http://www.savewithsrp.com">www.savewithsrp.com</a>
<b>2010 Program Components</b>	
Clothes Washers	Market focus: Downstream
	Customer type: Consumer only
	Incentives: CEE tier 1: \$50; CEE Tier 2: \$75
	Training: No
	Marketing: POP, Bill inserts, radio, TV, web
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: Consumer only
	Incentives: CEE tier 2 \$20
	Training: No
	Marketing: POP, Bill inserts, radio, TV, web
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes

Coordination	None
Recycling	Recycling is offered for refrigerators & freezers. Must be a working unit (verified at pickup). Contract with JACO, M&E by third party consultant.
Future Program Components	
Plans for 2011	Same program & incentives are planned.

Organization	SaskPower
Type	Utility
Service Territory	SaskPower is the only electrical utility in Saskatchewan and serves approximately 390,000 residential customers.
Program Name	Residential Appliance Program – Fridge buy-back
<b>Program Background</b>	
Budget	The Fridge Retirement Program will launch in June 2010 with an annual budget of approximately \$600,000 for 2010.
Goals and Objectives	Overall Goals: 1,500 refrigerators over three months Evaluation Methods: Program goals will be assessed through participant surveying and number of refrigerators collected.
Contact	Rebecca Fiissel, DSM Program Leader – Residential Programs 306-566-2994, <a href="mailto:rfiissel@saskpower.com">rfiissel@saskpower.com</a>
Web Site	<a href="http://www.saskpower.com">www.saskpower.com</a>
<b>2010 Program Components</b>	
Coordination	None
Recycling	Recycling is offered for refrigerators only. Private recycler picks up units that meet qualifications, such as 15 years or older models. Rebate amount TBD.
<b>Future Program Components</b>	
Plans for 2011	TBD

Organization	Seattle City Light
Type	Electric Utility
Service Territory	750,000 customers in Seattle and surrounding area
Program Name	WashWise
Program Background	
Budget	Annual budget of \$280,000
Goals and Objectives	Overall Goals: The program hopes to rebate 4,500 machines in 2010 and save 800,000 kWh.
Contact	Christine Bunch, WashWise Program Manager 206-386-1864, <a href="mailto:christine.bunch@seattle.gov">christine.bunch@seattle.gov</a>
Web Site	<a href="http://www.washwiserebate.com">www.washwiserebate.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential focus
	Incentives: \$50, \$75, or \$100.
	Training: Yes. Sales force training.
	Marketing: POP, bill inserts, PR events, poster contests, Web.
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Program uses CEE tiers and a new higher tier at 2.46 MEF.
Coordination	WashWise is a regional program with power and water utilities in the central Puget Sound area. In Seattle City Light's territory, costs are shared with Seattle Public Utilities, the local water provider.
Recycling	Seattle City Light offers a customer rebate for the recycling of refrigerators. Residential customers receive a \$30 rebate for the removal of older refrigerators. The program is operated by JACO, Inc, which picks refrigerators up from customer homes and completely decommissions them.
Future Program Components	
Plans for 2011	N/A

**CEE**  Residential Appliance Program Summary

Organization	Seattle Public Utilities
Type	Utility
Service Territory	1.4 million customers (not every customer served is an “energy” customer) in Seattle and 17 participating water districts
Program Name	WashWise Rebate Program
Program Background	
Budget	Fiscal year budget, last year’s budget was \$310,000
Goals and Objectives	Overall Goals: 6,500 rebates for 2010 Evaluation Methods: Market penetration
Contact	Billie Fisher, Planning & Development Specialist (206) 615-1282, <a href="mailto:billie.fisher@seattle.gov">billie.fisher@seattle.gov</a>
Web Site	<a href="http://www.washwiserebate.com">www.washwiserebate.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential focus
	Incentives: \$50- \$100
	Training: Yes, retailers training offered
	Marketing: POP’s, some print ads
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes, Tiers 2 and 3
Coordination	Run in coordination with Seattle City Light. PECCI in Portland is our contractor for the program. Currently running a promotion with the federal government, <a href="http://www.cashforapplianceswa.com">www.cashforapplianceswa.com</a> .
Recycling	No
Future Program Components	
Plans for 2011	N/A

Organization	Snohomish Public Utility District
Type	Public Utility
Service Territory	285,000 residential customers, Snohomish County, WA
Program Name	Residential Incentives - Appliances
Program Background	
Budget	Annual budget cycle. 2010 Budget for Appliances: \$1,775,765
Goals and Objectives	Overall Goals: 2010 Energy targets: 0.62 aMW; 8,000 dishwashers and refrigerators (combined); 4,100 Recycled refrigerators; 6,700 Clothes Washers; 150 Low-income refrigerator replacements. Evaluation Methods: They primarily focus on kWh savings and expenditures. However they study sales by retailer, hot water and dryer type for CWs, location of sales with an interest in target marketing opportunities – although specific targets are not tied to these metrics.
Contact	Al Bandazy 425-783-1739, <a href="mailto:AJBandazy@SNOPUD.com">AJBandazy@SNOPUD.com</a>
Web Site	<a href="http://www.snopud.com/conservation/appliances.ashx?p=1139">www.snopud.com/conservation/appliances.ashx?p=1139</a>
2010 Program Components	
Clothes Washers	Market focus: Mostly downstream, some mid stream retail training
	Customer type: All residential customers
	Incentives: \$50/\$75/\$100 depending on MEF
	Training: Yes, for POP sales staff; third party outreach
	Marketing: POP materials, radio, local TV, newspaper, bill inserts; thrid party vendor
	Uses the ENERGY STAR platform: Somewhat. Uses NW Council “Tiers” based on MEF.
	Uses CEE specifications: No
Dishwashers	Market focus: Mostly downstream, some mid stream retail training
	Customer type: All residential customers
	Incentives: \$35 for any ENERGY STAR unit
	Training: Yes, for POP sales staff
	Marketing: POP materials, radio, local TV, newspaper, bill inserts; all in house.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Refrigerators	Market focus: Mostly downstream, some mid stream retail training
	Customer type: All residential customers
	Incentives: \$50 for new ENERGY STAR models; \$30 for retirement /recycling
	Training: Yes, for POP sales staff
	Marketing: POP materials, radio, local TV, newspaper, bill inserts
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
	Coordination
Recycling	Appliance recycling is offered for refrigerators. Unit must be in working order, manufactured pre-1996; both primary and secondary units accepted; contract with JACO environmental through June 2010.
<b>Future Program Components</b>	
Plans for 2011	No significant changes foreseen. Considering tiered incentives for dishwashers due to high saturation of regional ENERGY STAR sales for dishwashers.

Organization	Southern California Gas Company
Type	Utility
Service Territory	Approximately 5 million residential customers throughout Los Angeles County, Orange County, Riverside County, San Bernardino County, Santa Barbara County, San Luis Obispo County, Kern County, Imperial County, and Ventura County, CA
Program Name	Home Energy Efficiency Rebate Program
Program Background	
Budget	2010 – 2012 program cycle - approximately \$10.5 million in incentives.
Goals and Objectives	Overall Goals: 2010 – 2012 program cycle – savings of approximately 9.5 million therms.
Contact	Harvey Bringas, Program Manager 562-803-7423, <a href="mailto:hbringas@semprautilities.com">hbringas@semprautilities.com</a>
Web Site	<a href="http://www.socalgas.com/rebates/residential">www.socalgas.com/rebates/residential</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Single family
	Incentives: \$35
	Training: No
	Marketing: Point of sale
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Single family
	Incentives: \$30
	Training: No
	Marketing: Point of sale
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No

**CEE**  Residential Appliance Program Summary

Coordination	The program is coordinated statewide with other investor-owned utilities in CA.
Recycling	No
Future Program Components	
Plans for 2011	N/A

Organization	Southwest Gas Corporation
Type	Natural Gas Utility
Service Territory	Southwest Gas Corporation provides natural gas service to approximately 1.8 million customers in Arizona, Nevada, and California.
Program Name	Residential Energy Efficient Consumer Products Program
Program Background	
Budget	January through December 2010: Arizona-\$529,000; Nevada-\$815,000
Goals and Objectives	Overall Goals: To reduce consumption and improve energy efficiency in a cost effective manner. 2010: Arizona – 8,400 measures resulting in 125,580 first year annual therm savings 2010: Nevada – 4,600 measures resulting in 154,400 first year annual therm savings Total budget, projected number of measures, and energy savings includes savings on measures not included on this summary. Other rebates offered are: natural gas tankless and storage water heaters; natural gas clothes dryers; programmable thermostats; and ‘smart’ low-flow showerheads. Evaluation Methods: Total resource cost test
Contact	Holly Lloyd, Analyst III/State Regulatory Affairs (702) 364-3312, <a href="mailto:Holly.Lloyd@swgas.com">Holly.Lloyd@swgas.com</a>
Web Site	Arizona: <a href="http://www.swgas.com/efficiency/az/residential_equipment.php">www.swgas.com/efficiency/az/residential_equipment.php</a> Nevada: <a href="http://www.swgas.com/efficiency/nv/residential_equipment.php">www.swgas.com/efficiency/nv/residential_equipment.php</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer Type: Residential
	Incentives: Arizona – None for clothes washers at this time. Nevada – Tier 1-\$50, Tier 2-\$100
	Training: Field reps will train retailers on the program
	Marketing: POP and in-store retail events, bill inserts, brochures
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None

Recycling	No
Future Program Components	
Plans for 2011	The 2011 plan should remain basically the same for 2010.

Organization	Tacoma Power
Type	Public Power Utility
Service Territory	Approximately 162,000 residential customers in the City of Tacoma and areas of Pierce County, WA
Program Name	WashWise clothes washer program, Refrigerator Recycling program
Program Background	
Budget Cycle	2009-2010
Goals and Objectives	WashWise: Program aims to claim savings from sales of 3500 high efficiency clothes washers in 2010. Includes heightening customer awareness, increasing market penetration, and adoption of high quality energy-efficient appliances in Tacoma Power's service territory  Refrigerator Decommissioning and Recycling: Program's goal is to remove 3000 old, but working, refrigerators and/or freezers in 2010.
Contact	Nancy Oakley, Residential Manager 253-502-8313, <a href="mailto:noakley@cityoftacoma.org">noakley@cityoftacoma.org</a>  Patrick Urain, Program Lead 253-502-8334, <a href="mailto:purain@cityoftacoma.org">purain@cityoftacoma.org</a>
Web Site	<a href="http://www.KnowYourPower.com">www.KnowYourPower.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential Customers
	Incentives: CEE Clothes Washers Tier 1 \$50; Tier 2 \$75; Tier 3 \$100* (*additional \$100 for Cash for Appliances)
	Training: Retailer sales staff training
	Marketing: POP, bill inserts, contests, and special events
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Coordination	WashWise - regional consortium of electric and water utilities
Recycling	Regional electric utility refrigerator/freezer recycling program provides \$30 plus Energy Kit (CFL and showerhead)
Future Program Components	
Plans for 2011	Currently, 2011-2012 plans are being evaluated.

Organization	Unitil
Type	Utility
Service Territory	4 communities throughout Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
<b>Program Background</b>	
Budget	The current budget cycle runs from 1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve kWh savings through unit sales of energy efficient products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, <a href="mailto:heather.j.vail@lmco.com">heather.j.vail@lmco.com</a>
Web Site	<a href="http://www.masssave.com">www.masssave.com</a>
<b>2010 Program Components</b>	
Refrigerators and Freezers	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for Refrigerators and Freezers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Midstream
	Customer type: All
	Incentives: Midstream incentive
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream and Midstream
	Customer type: All
	Incentives: Mail in rebate for consumer & incentive for eligible installers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
Coordination	Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative
Recycling	Recycling of Room AC is offered through coordinated events with industry partners.
Future Program Components	
Plans for 2011	N/A

**CEE**  Residential Appliance Program Summary

Organization	Vectren Energy Delivery
Type	Utility
Service Territory	120,000 residential customers in Southern Indiana
Program Name	Appliance Recycling Program
Program Background	
Budget	\$235,000
Goals and Objectives	540 MWh and 122 KW Launch date April 1, 2010
Contact	Amanda Eades, Conservation Coordinator 812-491-4808, <a href="mailto:aeades@vectren.com">aeades@vectren.com</a>
Web Site	<a href="http://www.vectren.com">www.vectren.com</a>
2010 Program Components	
Coordination	None
Recycling	Appliance recycling is offered for refrigerators, freezers, and room AC. Refrigerators or freezers must be cleaned out, plugged in, operable, 10-30 cubic ft, limit 2, and clear path for removal. Room AC must be operable and removed from window mount.
Future Program Components	
Plans for 2011	They are currently formulating our 2011 programs.

Organization	Western Massachusetts Electric Co. (WMECO)
Type	Utility
Service Territory	Over 200,000 customers in western Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	1/1/2010 – 12/31/2010
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve kWh savings through unit sales of energy efficient products.
Contact	Heather Vail, Promotion Implementation Manager, Lockheed Martin 508-460-3416, <a href="mailto:heather.j.vail@lmco.com">heather.j.vail@lmco.com</a>
Web Site	<a href="http://www.masssave.com">www.masssave.com</a>
2010 Program Components	
Refrigerators and Freezers	Market focus: Downstream
	Customer type: Residential customers
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Midstream
	Customer type: Residential customers
	Incentives: Midstream incentive
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream and Midstream
	Customer type: Residential customers
	Incentives: Mail in rebate for consumer & incentive for eligible installers
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
Room Air Cleaners	Market focus: Downstream
	Customer type: Residential customers
	Incentives: Mail in rebate
	Training: Retail associates are provided training through field implementation contractor.
	Marketing: Promotional events are coordinated with retail partners and community organizations to further educate the public. Consumers are provided with information on energy savings, program offerings and energy efficient product benefits.
	Uses the ENERGY STAR platform: Yes
Coordination	Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative
Recycling	Recycling of Room AC is offered through coordinated events with industry partners. A refrigerator bounty program through JACO will continue through 2010.
<b>Future Program Components</b>	
Plans for 2011	At this time, we will be looking at our overall programs to see if there are additions or enhancements that can be made at a future date.

Organization	Wisconsin Focus on Energy
Type	Statewide Energy Efficiency and Renewable Energy Program
Service Territory	The Wisconsin Focus on Energy program serves the entire state of Wisconsin, which has approximately 2.08 million households.
Program Name	Focus on Energy
Program Background	
Budget	Focus on Energy does not have incentives available on ENERGY STAR qualified appliances, but continues to provide support for retail channels for the sale and promotion of ENERGY STAR qualified appliances through training and marketing materials. Incentives are offered through the multifamily program for installation in buildings with 4 or more units and requires full compliance (all units in building must participate).
Goals and Objectives	Overall Goals: None Evaluation Methods: N/A
Contact	Bobbi Fey, Residential Program Assistant Director 888-509-3247 ext. 140, <a href="mailto:bobbif@weccusa.org">bobbif@weccusa.org</a>
Web Site	<a href="http://www.focusonenergy.com">www.focusonenergy.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units
	Incentives: Available through the State Energy-Efficient Appliance Rebate Program (SEEARP)
	Training: Program representatives provide training and program materials to sales persons.
	Marketing: Limited POP, fact sheets and information on website.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Using CEE Tier 3 for SEEARP
Dishwashers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units
	Incentives: Available through SEEARP
	Training: Program representatives provide training and program materials to sales persons.
	Marketing: Limited POP, fact sheets and information on website.

	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Using CEE Tier 2 for SEEARP
Refrigerators	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units
	Incentives: Available through SEEARP
	Training: Program representatives provide training and program materials to sales persons.
	Marketing: Limited POP, fact sheets and information on website.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dehumidifiers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units
	Incentives: Available through SEEARP
	Training: Program representatives provide training and program materials to sales persons.
	Marketing: Limited POP, fact sheets and information on website.
	Uses the ENERGY STAR platform: Yes
Coordination	None
Recycling	No
<b>2010 Program Components</b>	
Plans for 2011	No plans available at this time.

Organization	Xcel Energy
Type	Utility
Service Territory	3.2 million residential customers
Program Name	ENERGY STAR Retailer
Program Background	
Budget	2010 – \$2.9 million
Goals and Objectives	Overall Goals: 2.7 GWh, 18,000 participants
Contact	Kim Sherman 612-337-2360, <a href="mailto:kim.sherman@xcelenergy.com">kim.sherman@xcelenergy.com</a>
Web Site	<a href="http://www.responsiblebynature.com">www.responsiblebynature.com</a> / <a href="http://www.xcelenergy.com">www.xcelenergy.com</a>
2010 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: All
	Incentives: We are still developing the strategy for 2010
	Training: We are still developing the strategy for 2010
	Marketing: We are still developing the strategy for 2010.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: All
	Incentives: We are still developing the strategy for 2010
	Training: We are still developing the strategy for 2010
	Marketing: We are still developing the strategy for 2010.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream

	Customer type: All
	Incentives: We are still developing the strategy for 2010
	Training: We are still developing the strategy for 2010
	Marketing: We are still developing the strategy for 2010.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: All
	Incentives: We are still developing the strategy for 2010
	Training: We are still developing the strategy for 2010
	Marketing: We are still developing the strategy for 2010.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None
Recycling	Appliance recycling is offered for refrigerators. Must be a secondary unit that is working. Recycling contractor is ARKA. No evaluation implemented yet.
Future Program Components	
Plans for 2011	N/A