

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				X		Dehumidifiers	Refrigerators, Freezers, Room AC
American Electric Power - Ohio	X						Refrigerators, Freezers
Avista Utilities	X	X	X			Freezers	Refrigerators, Freezers
BC Hydro	X	X	X			Freezers	Refrigerators, Freezers
Black Hills Energy (Colorado)	X	X					
Black Hills Energy (Iowa)							Refrigerators, Freezers
Bonneville Power Administration	X		X			Freezers	Refrigerators, Freezers
Cape Light Compact			X	X	X	Room Air Cleaners	Room AC, Dehumidifiers
City of Independence Power and Light				X			
City of Palo Alto Utilities	X	X	X	X	X		Refrigerators, Freezers
City Utilities of Springfield, Missouri							Refrigerators
Commonwealth Edison	X						

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Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
DTE Energy	X			X		Dehumidifiers	Refrigerators, Freezers, Room AC, Dehumidifiers
Efficiency Vermont	X		X		X	Dehumidifiers	Refrigerators, Freezers
Energy Trust of Oregon	X	X	X				Refrigerators, Freezers
Idaho Power Company	X		X			Freezers	Refrigerators
Long Island Power Authority (LIPA)			X	X	X	Dehumidifiers	Refrigerators, Freezers
Midwest Energy Efficiency Alliance							Refrigerators, Freezers
National Grid (New Hampshire)	X		X	X		Room Air Cleaners	Refrigerators, Room AC
National Grid (Rhode Island)			X	X	X	Room Air Cleaners, Freezers	Refrigerators, Freezers
Nebraska Public Power District				X			Refrigerators, Freezers
New Hampshire Electric Cooperative	X		X	X		Room Air Cleaners	Refrigerators, Room AC
NSTAR Electric			X	X	X	Room Air Cleaners	Refrigerators, Freezers
NV Energy					X		
NYSERDA	X	X	X	X	X	HVAC	

Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
Pacific Gas and Electric Company	X	X		X	X		Refrigerators, Freezers, Room AC
Pacific Power (California)	X	X	X	X			Refrigerators, Freezers
Pacific Power (Washington)	X	X	X	X			Refrigerators, Freezers, Room AC
Progress Energy							Refrigerators, Freezers
Public Service Company of New Mexico (PNM)							Refrigerators
Public Service of New Hampshire	X		X	X		Room Air Cleaners	Refrigerators, Room AC
Puget Sound Energy	X		X				Refrigerators, Freezers
Questar Gas Company	X						
Rocky Mountain Power (Idaho)	X	X	X				Refrigerators, Freezers, Clothes Washers
Rocky Mountain Power (Utah)	X	X	X	X			Refrigerators, Freezers, Clothes Washers
Rocky Mountain Power (Wyoming)	X	X	X				Refrigerators, Freezers, Clothes Washers
Sacramento Municipal Utility District (SMUD)	X	X		X			Refrigerators, Freezers

CEE  Residential Appliance Program Summary

Organization	Clothes Washers	Dishwashers	Refrigerators	Room AC	Pool Pumps	Other	Recycling
Snohomish County Public Utility District #1	X		X				Refrigerators, Freezers
Southern California Gas Company	X	X					
Southwest Gas Corporation	X						
Unitil	X		X	X		Room Air Cleaners	Refrigerators, Room AC
Vectren Energy Delivery							Refrigerators, Freezers, Window AC
Wisconsin Focus on Energy	X	X	X			Dehumidifiers	
Xcel Energy	X	X	X	X			Refrigerators

Organization	Ameren Illinois
Type	Utility
Service Territory	Central and southern Illinois
Program Name	ActOnEnergy
Program Background	
Budget	Our program year runs from June 1, 2010, through May 31, 2011. Current appliance budget is \$303,100 although our production has far exceeded the budget, and to date, we have paid \$467,920 in residential appliance rebates.
Goals and Objectives	Air Purifier: 500 units, 30 MWh Dehumidifier: 5,750 units, 1,180 MWh Room AC: 3,200 units, 632 MWh Over 200 participating retailers and 600 retail locations We also try to educate customers with retail promotions, and track the number of customers we taught about the program and about ENERGY STAR products.
Contact	Karen Warnke, Ameren Illinois Energy Efficiency Advisor 217-535-5028, KWarnke@Ameren.com
Web Site	http://www.actonenergy.com
2011 Program Components	
Room AC	Market focus: Downstream
	Customer type: Residential only
	Incentive amount: \$35 mail in rebate
	Training: Regular retail promotional activity
	Marketing: POP, bill inserts, media advertising, website retail promotional activity
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Air Purifiers and Dehumidifiers	Market focus: Downstream
	Customer type: Residential only
	Incentive amount: DH: \$25 MIR, AP: \$20 MIR

	Training: Regular retail promotional activity
	Marketing: POP, bill inserts, media advertising, website retail promotional activity
	Uses the ENERGY STAR platform: Yes
Coordination	Ameren Illinois delivers gas and electricity
Recycling	Ameren Illinois offers recycling programs for refrigerators, freezers, and room AC. ARCA is the contractor. Any Ameren Illinois residential electric customer qualifies for a \$35 rebate if they have a working refrigerator 10 to 27 cubic feet in size. Ameren Illinois offers a free pickup, and while ARCA is there, they will also pick up and recycle any working room air conditioner. Cadmus evaluates Ameren Illinois' programs.
Future Program Components	
Plans for 2012	Since our next program year starts June 1, 2011, we are in the process of finalizing appliance measures. At this point, the only measure that is assured to continue in our next program year is room AC.

Organization	American Electric Power - Ohio
Type	Utility
Service Territory	Nearly 1.3 million residential customers in Ohio
Program Name	Appliance Rebate Program
Program Background	
Budget	Approximately \$800,000
Goals and Objectives	Overall Goals: Produce long-term energy savings in the consumer sector by increasing the market share of high efficiency appliances sold through retail sales channels. Evaluation Method: Number of Units and kWh saved
Contact	Amy Collins, EE/PDR Coordinator (614) 883-7892, acollins@aep.com
Web Site	http://www.gridSMARTOhio.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 Rebate on the purchase of any ENERGY STAR® qualified clothes washer through 4/30/11
	Training: Field Reps. provide training to participating retailers
	Marketing: POP materials, bill inserts, community events
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	None
Recycling	Customers can earn a \$35 incentive and receive free pickup of their second working refrigerators and/or freezers by participating in our Appliance Recycling Program. The units must be 10-30 cubic feet in size and operational at the time of pickup to earn the rebate. The program is marketed through bill inserts, press releases, radio and TV spots, newspaper ads and our customer website. AEP Ohio contracts with JACO Environmental, an appliance recycler, to pick up and recycle refrigerators and freezers.
Future Program Components	
Plans for 2012	Our 2012-2014 plans are still in development.

Organization	Avista Utilities
Type	Utility
Service Territory	About 353,000 electric customers in eastern WA and northern ID, and 313,000 natural gas customers in eastern WA, northern ID, and southern OR
Program Name	Residential Energy Star® Appliance Rebate Program
Program Background	
Budget	\$471,500
Goals and Objectives	Overall goals include savings of 1,501,301 kWh & 15,122 Therms. Avista Utilities evaluates results using TRC.
Contact	Camille Martin, DSM Program Manager (509) 495-4276, camille.martin@avistacorp.com
Web Site	http://www.avistautilities.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 rebate
	Training: Retailer
	Marketing: TV, radio, bill insert and newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dishwashers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$25 rebate
	Training: Retailer
	Marketing: TV, radio, bill insert and newsletter
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$25 rebate
	Training: Retailer
	Marketing: TV, radio, bill insert and newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$20 rebate
	Training: Retailer
	Marketing: TV, radio, bill insert and newsletter
	Uses the ENERGY STAR platform: Yes
Coordination	Local and statewide
Recycling	Avista Utilities offers recycling programs for refrigerators and freezers. The program is run through a contractor.
Future Program Components	
Plans for 2012	TBA

Organization	BC Hydro
Type	Utility
Service Territory	1.5 million residential customers in the province of British Columbia
Program Background	
Program Name	ENERGY STAR Appliance Rebate Program
Budget	2 year program budget for \$8.9 Million
Goals and Objectives	The program hopes to achieve 12.9 GWh of energy savings from 116,900 rebates on ENERGY STAR refrigerators, freezers and clothes washers. The 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, kari.reid@bchydro.com
Web Site	http://www.bchydro.com/saveboth
Program Name	Refrigerator Buy-Back Program
Budget	The 5 th phase of the programs started Feb 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. In addition, the goal is to maintain or exceed a program satisfaction rate of 98% amongst participants.
Contact	Oscar Ceron (604) 453 – 9215, oscar.ceron@bchydro.com
Web Site	http://www.bchydro.com/powersmart
2011 Program Components – ENERGY STAR Appliance Rebate Program	
Clothes Washers	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 mail-in rebate
	Training: On-line training is available for sales associates, and retail reps visit sales associates on a 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, and danglers. Print buys are bi-annual. Bill inserts are sent 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Dishwashers	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 mail-in rebate
	Training: On-line training is available for sales associates, and retail reps visit sales associates on a 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, and danglers. Print buys are bi-annual. Bill inserts are sent 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
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 mail-in rebate
	Training: On-line training is available for sales associates, and retail reps visit sales associates on a 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, and danglers. Print buys are bi-annual. Bill inserts are sent 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
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 mail-in rebate
	Training: On-line training is available for sales associates, and retail reps visit sales associates on a 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, and danglers. Print buys are bi-annual. Bill inserts are sent 1-2 times a year.
	Uses the ENERGY STAR platform: Yes
Coordination	N/A
Recycling	Residential customers are motivated to turn in their inefficient second operating refrigerators through offering free pick-up, free recycling of parts in an environmentally friendly manner, and a \$30 incentive.
Future Program Components – Appliance Rebate Program	
Plans for 2012	BC Hydro plans to work with retailers and manufacturers to increase the availability of qualifying product as the program provides rebates on higher tiers, rather than on ENERGY STAR products only. In particular, efforts to increase qualifying refrigerators equivalent to 25% and higher than the federal standard are a priority. The program will be coordinating local gas and water municipality clothes washer incentives into one application process for qualifying customers.
2011 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 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 2012	N/A

Organization	Black Hills Energy (Colorado)
Type	Utility
Service Territory	Black Hills Energy is a subsidiary of Black Hills Corporation. Black Hills Energy serves 4 states with 528,000 natural gas customers and 94,000 electric customers.
Program Name	Refrigerator/Freezer Pickup Program
Program Background	
Budget	Program is part of the 3 yr filed portfolio (2009-2011) and runs July 1, 2011 to June 30, 2012. The budget for the recycling program in our Colorado electric territory was \$195,254.
Goals and Objectives	Our goal was to incent customers to get old working units off the grid and disposed of efficiently by giving free pick-up and disposal plus a \$30 rebate. We had a goal of 1,000 participants and an energy savings of 518 kW and 800,000 kWh.
Contact	Gene Mantei 719-546-6478 , gene.mantei@blackhillscorp.com
Web Site	www.BHEhowto.com or www.blackhillenergy.com
2011 Program Components	
Coordination	No
Recycling	Recycling incentives are available for refrigerators and freezers. We work with a third party vendor, JACO, who schedules the pickups and sends out the rebate checks. They also work with big box stores like Lowes to have Lowes bring the units to their store. Then JACO picks up from there and gives Lowes a percentage. Recycled units must be between 10-30 cubic feet, in working condition, empty, and plugged in when picked up. The incentive is \$30 per unit, with a maximum of two units per household. We hold meetings with our trade allies to inform them of all our programs, and marketing and outreach are conducted through bill inserts, radio, newspaper, on line ads, POP, and billboards.
Plans for 2012	
Plans for 2012	In 2011-2012 we will continue the program.

Organization	Black Hills Energy (Iowa)
Type	Utility
Service Territory	Black Hills Energy is a subsidiary of Black Hills Corporation. Black Hills Energy serves 4 states with 528,000 natural gas customers and 94,000 electric customers.
Program Name	Energy Efficiency Appliance Rebate Program
Program Background	
Budget	Program is part of the 5 yr filed portfolio (2009-2013) and runs Jan 1, 2011 to December 31, 2011. The budget for the appliance program in IA was \$76,579 for 2010, but we exceeded that budget.
Goals and Objectives	Our goal was to incent customers to get a more energy efficient appliance by rebating part of the cost. We had a goal of 1,005 participants for 2010 and actual participation was 1,913 (1,373 washers and 540 dishwashers).
Contact	Jim Dillon 515-343-2021, jim.dillon@blackhillscorp.com
Web Site	www.BHEhowto.com or www.blackhillsenergy.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential and small business
	Incentive amount: \$100
	Training: We hold meetings with our trade allies to inform them of all our programs.
	Marketing: Bill inserts, radio, newspaper, on line ads
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Downstream
	Customer type: Residential and small business
	Incentive amount: \$20
	Training: We hold meetings with our trade allies to inform them of all our programs.

	Marketing: Bill inserts, radio, newspaper, on line ads
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	No
Recycling	No
Future Program Components	
Plans for 2012	In 2012, we will continue the program but will be evaluating it for cost benefit for our next 5 year filing.

Organization	Bonneville Power Administration
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	
Program Background	
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 2011 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/\$20), refrigerators (\$15), freezers (\$15), refrigerator/freezer recycling (\$100) and energy efficient electric water heaters (varies).</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, sfmoore@bpa.gov
Web Site	http://www.bpa.gov/Energy/N/residential.cfm
2011 Program Components	
Clothes Washers	Market focus: Midstream / Downstream
	Customer type: Residential End Consumers
	Incentive amount: \$70 for unit with electric water heating, \$20 for unit with gas water heating
	Training: No
	Marketing: POP, bill inserts, utility newsletter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes

Refrigerators	Market focus: Midstream / Downstream
	Customer type: Residential End Consumers
	Incentive amount:
	Training: No
	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: \$15
	Training: No
	Marketing: POP, bill inserts, utility newsletter
	Uses the ENERGY STAR platform: Yes
Coordination	The WashWise clothes washer promotion in the State of Washington is coordinated with water utilities and districts. BPA is exploring additional coordination support for utilities regionally.
Recycling	BPA provides reimbursement of \$100 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 pickup up, disposal/recycling documents, and cubic size of refrigerator/freezer.
Future Program Components	
Plans for 2012	2012 program components are expected to be very similar to 2011. BPA is exploring additional support for appliances on a regional level.

Organization	Cape Light Compact
Type	Energy Efficiency Provider
Service Territory	Over 158,000 residential customers on Cape Cod, Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	The current budget cycle runs from 1/1/2011 – 12/31/2011
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	Briana C. Kane, Cape Light Compact 508-744-1277, bkane@capelightcompact.org Michele D. Guerin, Lockheed Martin 508-460-0676, michele.d.guerin@lmco.com
Web Site	http://www.capelightcompact.org / http://www.masssave.com
2011 Program Components	
Refrigerators	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for refrigerators and freezers
	Training: Retail associates are provided training through field implementation contractors. Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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 contractors. Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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 Pump	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 contractors. Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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: N/A
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for room air cleaners
	Training: Retail associates are provided training through field implementation contractors. Program Educational materials are available at the point of purchase for consumer electronics

	with information on energy savings, program offerings and energy efficient product benefits.
	Marketing: Program Educational materials are available at the point of purchase for consumer electronics products supported through the program. 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	Cape Light Compact coordinates with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative.
Recycling	Recycling of Room ACs and Dehumidifiers is offered through coordinated events with industry partners. A refrigerator bounty program through JACO is continuing in 2011.
Future Program Components	
Plans for 2012	At this time, we are working under a three-year plan with many of the same incentives throughout those years.

Organization	City of Independence Power and Light
Type	Utility
Service Territory	51,221 residential customers in Independence, Missouri
Program Name	Rebate Program
Program Background	
Budget	The current budget is \$90,000.
Goals and Objectives	Overall program goals include kWh savings.
Contact	Mary Kay Alitz malitz@indepmo.org
Web Site	http://www.indepmo.org/pl
2011 Program Components	
Room AC	Market focus: Downstream
	Customer type: All residential customers
	Incentive amount: \$109-\$384
	Training: No
	Marketing: Bill messages, inserts, newspaper ads
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Coordination	No
Recycling	No
Future Program Components	
Plans for 2012	N/A

Organization	City of Palo Alto Utilities
Type	Utility
Service Territory	25,470 Residential accounts in Palo Alto, California
Program Name	Smart Energy Program
Program Background	
Budget	Budget is not separately available.
Goals and Objectives	We expect to reduce residential energy. Currently, the program reduces about 750,000 kilowatt hours in first year annual savings. 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	Andrea Hart, Utility Account Representative (650) 329-2434, andrea.hart@cityofpaloalto.org
Web Site	http://www.cityofpaloalto.org/SmartEnergy
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residents & businesses
	Incentive amount: \$125 for CEE Tier 2 & 3
	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
	Incentive amount: \$50 for CEE Tier 2
	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
	Incentive amount: \$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
	Incentive amount: N/A
	Training: No
	Marketing: N/A
	Uses the ENERGY STAR platform: N/A
	Uses CEE specifications: N/A
Pool Pump	Market focus: Downstream
	Customer type: Residents
	Incentive amount: \$200 (variable speed only)
	Training: No
	Marketing: Bill inserts, web, program brochures
	Uses the ENERGY STAR platform: No
Coordination	City of Palo Alto Utilities is the water utility and coordinates washing machine and dishwasher rebates.

CEE Residential Appliance Program Summary

Recycling	City of Palo Alto Utilities offers appliance recycling for refrigerators and freezers. JACO picks up working refrigerators and pays a \$35 rebate directly to the customer.
Future Program Components	
Plans for 2012	Future program components are still in development.

Organization	City Utilities of Springfield, Missouri
Type	Municipal Utility – Electric, Natural Gas & Water
Service Territory	CU serves 95,192 residential customers. The service area covers 320 square miles in southwest Missouri, including the City of Springfield, part of Greene County and part of northern Christian County.
Program Name	EnergyWise – Smart Solutions from CU
Program Background	
Budget	Through the American Recovery and Reinvestment Act Energy Efficiency and Conservation Block Grant program administered by the U.S. Department of Energy, CU has been awarded \$400,000 to implement a Refrigerator & Freezer Recycling program.
Goals and Objectives	It is estimated that 2,880 units will be recycled in 36 months. This program will produce 4,829,760 kWh annual energy savings and an estimated electric demand reduction of 432kW.
Contact	Cara Shaefer, Director-Energy Management & Conservation 417-831-8348, Cara.Shaefer@cityutilities.net
Web Site	http://www.cuenergywise.com
2011 Program Components	
Refrigerators	Market focus: Downstream
	Customer type: All electric customers – residential, commercial, and industrial
	Incentive amount: Customers are offered a \$35 incentive to have their old, working refrigerator removed from their home or business and recycled.
	Training: No
	Marketing: Bill inserts, direct mail and radio.
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: No
Coordination	No
Recycling	This is an appliance recycling program. We use a recycling contractor that schedules appointments, collects the units and decommissions the appliance.
Future Program Components	
Plans for 2012	We will continue the program until September 2012, unless the funds have been depleted prior to that.

Organization	Commonwealth Edison
Type	Utility
Service Territory	Approximately 3.5 million residential customers in the northern 2/3 of IL, including the Chicago metro area
Program Name	ENERGY STAR Clothes Washer Program
Program Background	
Budget	Program years run June-May. ComEd will be launching this program in Program Year 4 (PY4) - June/11-May/12. PY4 budget - \$2.9 million
Goals and Objectives	Overall Goals: increase the sales of select ENERGY STAR top-loading clothes washers. PY4 target: 1,786 net MWh
Contact	Alicia Forrester, Senior Program Manager 630-576-6917, alicia.forrester@comed.com
Web Site	http://www.comed.com/smartideas.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: All ComEd residential customers
	Incentive amount: Maximum of \$75
	Training: Field reps will train retailers on the program.
	Marketing: Field reps will train retailers on the program
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: TBD
Coordination	TBD
Recycling	No
Future Program Components	
Plans for 2012	Our plan for 2012 is partly referenced above as PY4 goes until May 2012.

Organization	DTE Energy
Type	Utility
Service Territory	2.1 million electric customers and 1.3 million natural gas customers in Michigan
Program Name	Your Energy Savings program
Program Background	
Budget	\$300,000
Goals and Objectives	Overall Goals: To encourage purchase of efficient appliances to help customers reduce consumption and save money. MWH saved -550 MWH, MCF saved – 9,146, # rebates 12,400
Contact	Denise Allard, Principal Program Advisor 313-235-9418, allardd@dteenergy.com
Web Site	http://www.dteenergy.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$25 - \$50
	Training: Field personal train store associate and customers
	Marketing: Promotions include in store events, bill insert, e-connections newsletter, e-mail, in-store POP material, web site, Facebook posts, twitter posts, and community events targeted at residential customers.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Room AC	Market focus: Downstream
	Customer type:
	Incentive amount: \$25
	Training: N/A

CEE  Residential Appliance Program Summary

	Marketing: Promotions include in store events, bill insert, e-connections newsletter, e-mail, in-store POP material, web site, Facebook posts, twitter posts, and community events targeted at residential customers.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Dehumidifier	Market focus: Downstream
	Customer type:
	Incentive amount: \$25
	Training: N/A
	Marketing: Promotions include in store events, bill insert, e-connections newsletter, e-mail, in-store POP material, web site, Facebook posts, twitter posts, and community events targeted at residential customers.
	Uses the ENERGY STAR platform: Yes
Coordination	No
Recycling	Recycling incentives are available for refrigerators, freezers, room AC, and dehumidifiers. DTE Energy contracts with JACO Environmental. The minimum volume for freezers and refrigerators is 10 cubic feet. Room AC or dehumidifier can be picked up with refrigerator or freezer, but not alone.
Future Program Components	
Plans for 2012	Budget for appliance rebates - \$500,000

Organization	Efficiency Vermont
Type	Efficiency Utility
Service Territory	Efficiency Vermont (EVT) serves all of the electric ratepayers of the State of Vermont, of which approximately 300,000 are residential ratepayers.
Program Name	Efficiency Vermont Retail Efficient Products Appliance Initiative
Program Background	
Budget	Efficiency Vermont has approximately \$575,000 budgeted for the efficient appliance promotion in the calendar year 2011.
Goals and Objectives	The goal of the residential appliance program is to increase market share and achieve approximately 3,100 MWh in energy savings in 2011.
Contact	Michael Russom 802-860-4095 ext. 1099, mrussom@veic.org
Web Site	http://www.encyvermont.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: All
	Incentive amount: \$50 mail-in rebate 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, direct mail and co-op advertising is also available to retail partners
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Refrigerators	Market focus: Downstream
	Customer type: All
	Incentive amount: \$50 mail-in rebate for CEE Tier 2 or 3
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.

CEE  Residential Appliance Program Summary

	Marketing: POP, website, direct mail and co-op advertising is also available to retail partners
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Pool Pumps	Market focus: Midstream and Downstream
	Customer type: All
	Incentive amount: 200 mail-in rebate and \$50 installer rebate for 2-speed and variable speed pool pumps (seasonal April 1-September 30)
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase. Pool Pump training is held for installers and is a prerequisite for the installer receiving the installer incentive per product sold.
	Marketing: POP, website, direct mail and co-op advertising is also available to retail partners
	Uses the ENERGY STAR platform: No
Dehumidifiers	Market focus: Downstream
	Customer type: All
	Incentive amount: \$25 mail-in rebate for Energy Star (seasonal – May 1-August 31)
	Training: Retail associates are provided training by our Retail Account Managers. Educational materials are available at point of purchase.
	Marketing: POP, website, direct mail and co-op advertising is also available to retail partners
	Uses the ENERGY STAR platform: Yes
Coordination	None.
Recycling	Recycling incentives are available for second refrigerators and freezers. Efficiency Vermont contracts with JACO Environmental to pick up and recycle secondary refrigerators and freezers and offer a \$50 incentive to participating customers.
Future Program Components	
Plans for 2012	We are considering moving some of our appliance incentives upstream for 2012, however further details are TBD.

Organization	Energy Trust of Oregon
Type	Statewide Energy Efficiency Program Administrator
Service Territory	Energy Trust serves Oregon customers of Portland General Electric, Pacific 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, 2011 – December 31, 2011 has an incentive budget of \$9,788,357.29.
Goals and Objectives	Program goals are to save 5,909,279 kWh and support the sales of over 789,601 CFLs, 41,500 showerheads, 25,970 clothes washers, 18,861 refrigerators and freezers, 22,000 recycled appliances and 3,500 dishwashers in Oregon. In addition, the program has a therm savings goal of 334,848 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	Matt Braman, Residential Sector Manager 503-459-4068, matt.braman@energytrust.org
Web Site	http://www.energytrust.org
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential customers
	Incentive amount: \$50 w/ MEF of 2.2 - 2.45 , \$100 w/ MEF 2.46+
	Training: Training offered to retailers on all appliance 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
	Incentive amount: \$25 on models that use 268 kWh/year or less

	Training: Training offered to retailers on all appliance 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
	Incentive amount: \$50 - 20-29.9% more efficient, \$100 - 30% or more efficient
	Training: Training offered to retailers on all appliance 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 1 and Tier 3
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. The incentive is \$50.
Future Program Components	
Plans for 2012	Program plans for 2012 have not yet been finalized.

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
Program Background	
Budget	N/A
Goals and Objectives	Overall Goals: 1, 426,000 kWh; educating customers about energy efficient home products.
Contact	Ryan Hartnett, Program Specialist (208) 388-5396, rhartnett@idahopower.com
Web Site	http://www.idahopower.com/homeproducts
2011 Program Components	
Clothes Washers	Market focus: Downstream (directly to consumer at store level)
	Customer type: All residential
	Incentive amount: \$50 / Energy Star
	Training: Minimal sales staff training
	Marketing: Bill inserts, clings, 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: All residential
	Incentive amount: \$30 / Energy Star
	Training: Minimal sales staff training
	Marketing: Bill inserts, clings, brochures, web site, occasional radio

CEE Residential Appliance Program Summary

	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Freezers	Market focus: Downstream (directly to consumer at store level)
	Customer type: All residential
	Incentive amount: \$20 per freezer
	Training: Minimal sales staff training
	Marketing: Bill inserts, hang tags, brochures, web site, occasional radio
	Uses the ENERGY STAR platform: Yes
Coordination	None
Recycling	Refrigerator recycling is offered through a separate program (See Ya Later Refrigerator). 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.
Future Program Components	
Plans for 2012	Plan to continue to evaluate new products to add to program and re-evaluate existing measures for continued cost-effectiveness.

Organization	Long Island Power Authority (LIPA)
Type	Utility/Energy Efficiency Program Sponsor
Service Territory	Nearly 1 million residential customers on Long Island, New York
Program Name	Long Island Power Authority Energy Efficient Products Program
Program Background	
Budget	The budget for calendar year 2011 is \$2,736,250 (including incentives, rebates and recycling).
Goals and Objectives	The MWh and MW goals for the appliance component of the Energy Efficient Products program are 29,087 MWH, 4.5 MW and 54,750 participants. Results are evaluated by the number of products sold/rebated.
Contact	Linda Schwantner/Director Energy Efficient Products and Renee Crespi/Program Manager 516-719-9867, lschwantner@lipower.org and 631-755-5301, rcrespi1@service.lipower.org
Web Site	http://www.lipower.org/efficiency
2011 Program Components	
Refrigerators	Market focus: Downstream
	Customer type: All residential
	Incentive amount: \$75 Mail-in Rebate for new ENERGY STAR qualified refrigerators larger than 16.0 cubic ft. \$35 customer rebate to recycle working refrigerator or freezer.
	Training: 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 (www.lipower.org/efficiency).
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Upstream

	Customer type: All residential
	Incentive amount: \$50 for 5000-6000 BTUs and \$35 for 6001-8000 BTUs
	Training: 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 (www.lipower.org/efficiency).
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pumps	Market focus: Downstream
	Customer type: All residential and installer incentive
	Incentive amount: 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: 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 (www.lipower.org/efficiency).
	Uses the ENERGY STAR platform: No
Dehumidifiers	Market focus: Downstream
	Customer type: All residential
	Incentive amount: \$20 Mail-in Rebate for ENERGY STAR qualified dehumidifiers
	Training: 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.

	<p>associates and corporate trainers.</p> <p>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 (www.lipower.org/efficiency).</p> <p>Uses the ENERGY STAR platform: Yes</p>
Coordination	None.
Recycling	<p>Recycling is available for refrigerators and freezers purchased before 2001. The 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/freezer 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.</p>
Future Program Components	
Plans for 2012	N/A

Organization	Midwest Energy Efficiency Alliance
Type	Energy Efficiency Organization
Service Territory	13-state footprint covering the Midwest
Program Name	Appliance Recycling Program (in areas of Illinois, Indiana, and Missouri)
Program Background	
Budget	January 2011 – December 2011, TBD (on the order of \$550,000)
Goals and Objectives	Overall Goals: Recycle old, inefficient refrigerators/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. The target is approximately 3,000 appliances. Evaluation Method: Consumer satisfaction surveys, consumer awareness of program
Contact	Chad Bulman, Program Manager (312) 784-7275
Web Site	http://www.mwalliance.org/programs/refrigerator-recycling
2011 Program Components	
Coordination	N/A
Recycling	Recycling incentives are available for refrigerators and freezers owned by residential customers (\$35 per unit). Units must be operational and have a volume of 10-30 cubic feet. Training is available for field staff, and marketing includes the Web, bill inserts, local newspapers, email blasts, and posters/flyers. New appliances are not incorporated into the program, but consumers are educated on ENERGY STAR. Retail partnerships are being explored for PY2.
Future Program Components	
Plans for 2012	Expansion of program to several new utility territories.

Organization	National Grid (New Hampshire)
Type	Electric utility
Service Territory	38,000 residential customers in New Hampshire
Program Name	ENERGY STAR Appliance Program
Program Background	
Budget	The 2011 budget is \$206,299.
Goals and Objectives	Overall Goals: The statewide goal for New Hampshire utilities supporting the ENERGY STAR Appliance Program is to save 26,222,884 lifetime kWhs and serve 16,402 appliance rebates. There are 112 participating appliance retailers in NH. Evaluation Method: In the past, D&R International published ENERGY STAR market share for each appliance and in each state.
Contact	Laurie Acone, Program Manager 781-907-1618, laurie.acone@us.ngrid.com
Web Site	https://www.nationalgridus.com/granitestate/
2011 Program Components	
Clothes Washers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Refrigerators	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training

CEE  Residential Appliance Program Summary

	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Room AC	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$20 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Room Air Cleaners	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$15 per unit
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
Coordination	This program is offered by four NH Electric Utilities - PSNH, UNITIL, NHEC and NGRID - under the umbrella nhsaves.
Recycling	Recycling incentives are available for refrigerators and room AC units. Residential customers may have their second refrigerator picked up at their home, and AC can be pickled up at that time.
Future Program Components	
Plans for 2012	The four utilities had a two year plan approved by the NHPUC 1/1/11 to cover 2011 and 2012 program years.

Organization	National Grid (Rhode Island)
Type	Utility
Service Territory	478,000 residential customers in the State of Rhode Island, excluding Burrillville
Program Name	National Grid Lighting & Efficient Products Program
Program Background	
Budget	The Appliance Program runs from 1/01/11 through 12/31/11.
Goals and Objectives	Overall goals include 853,512 kWh annual savings, 8,768 units sold, and 38 participating retailers. Evaluation is performed using a floor inventory.
Contact	Laurie Acone, Program Manager 781-907-1618, laurie.acone@us.ngrid.com
Web Site	http://www.powerofaction.com/ri
2011 Program Components	
Refrigerator	Market focus: Upstream
	Customer type: Consumer
	Incentive amount: \$50.00 mail-in rebate on ENERGY STAR refrigerator larger than 7.75 cu
	Training: Yes, retailer training provided by contractor.
	Marketing: POP, Bill inserts, retailer coop advertising, email blasts
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Room AC	Market focus: Upstream
	Customer type: Consumer
	Incentive amount: \$30.00 incentive on units 15% or better that ENERGY STAR qualified units
	Training: Yes, retailer training provided by contractor.
	Marketing: POP, retailer coop advertising, email blasts
	Uses the ENERGY STAR platform: Yes

	Uses CEE specifications: No
Pool Pump	Market focus: Upstream
	Customer type: Consumer
	Incentive amount: Up to \$300.00 for Energy Efficient Variable Speed\$ Two-speed Pool pump w/controller
	Training: Yes, retailer training provided by contractor.
	Marketing: POP, retailer coop advertising
	Uses the ENERGY STAR platform: Yes
Room Air Cleaner	Market focus: Upstream and Downstream
	Customer type: Consumer
	Incentive amount: \$20.00 ENERGY STAR Room Air Cleaner
	Training: Yes, retailer training provided by contractor.
	Marketing: POP, retailer coop advertising, email blasts
	Uses the ENERGY STAR platform: Yes
Freezers	Market focus: Upstream
	Customer type: Consumer
	Incentive amount: \$50.00 mail-in rebate on ENERGY STAR freezer larger than 7.75 cu
	Training: Yes, retailer training provided by contractor.
	Marketing: POP, retailer coop advertising, email blasts
	Uses the ENERGY STAR platform: Yes
Coordination	Northeast Energy Efficiency Partnerships (NEEP)
Recycling	Recycling incentives are available for primary and secondary refrigerators and freezers. The applicant must be a customer of RI National Grid Electric, and the unit must be at least 7.75 cu or larger. JACO, Inc is the recycling contractor.
Future Program Components	
Plans for 2012	Looking at list of customers who applied for refrigerator/freezer rebate to target them for direct mail piece asking what they did with their old refrigerator, as they would be prime candidates for refrigerator recycling program.

Organization	Nebraska Public Power District
Type	Electric utility
Service Territory	Most of Nebraska excluding Omaha and Lincoln, 235,000 residential customers (includes wholesale)
Program Name	EnergyWise SM ENERGY STAR [®] Window Air Conditioner Program and EnergyWise SM Refrigerator Recycling Program (see recycling section)
Program Background	
Budget	The total budget for all sectors in was 2010 \$2.5 million, with window units representing 0.043%. The 2011 budget is not available at this time.
Goals and Objectives	The program hopes to increase installation of ENERGY STAR units. Results are evaluated using market penetration.
Contact	Steve Zach, Energy Efficiency Consultant 402.563.5472, sjzach@nppd.com
Web Site	http://www.nppd.com/EnergyWise/residential.asp
2011 Program Components	
Room AC	Market focus: Downstream
	Customer type: Residential
	Incentives: \$30 for ENERGY STAR unit
	Training: No
	Marketing: Website, bill inserts, newspaper, utility retail counter
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	Program is coordinated with wholesale utility customers
Recycling	Recycling incentives are available for refrigerators and freezers, with a limit of \$35 per unit and two units per household. Program details: 10-30 cu ft, secondary working, JACO Environmental
Future Program Components	
Plans for 2012	TBD

Organization	New Hampshire Electric Cooperative
Type	Electric utility
Service Territory	65,000 residential electric accounts in New Hampshire
Program Name	ENERGY STAR Appliance Program
Program Background	
Budget	The 2011 budget is \$162,417.
Goals and Objectives	<p>Overall Goals: The statewide goal for New Hampshire utilities supporting the ENERGY STAR Appliance Program is to save 26,222,884 lifetime kWhs and serve 16,402 appliance rebates. There are 112 participating appliance retailers in NH.</p> <p>Evaluation Method: In the past, D&R International published ENERGY STAR market share for each appliance and in each state.</p>
Contact	Patti Corbeil barnettp@nhec.com
Web Site	http://www.nhec.com/
2011 Program Components	
Clothes Washers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Refrigerators	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training

	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Room AC	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$20 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Air Purifiers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$15 per unit
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
Coordination	This program is offered by four NH Electric Utilities - PSNH, UNITIL, NHEC and NGRID - under the umbrella nhsaves.
Recycling	Recycling incentives are available for refrigerators and room AC units. Residential customers may have their second refrigerator picked up at their home, and AC can be pickled up at that time.
Future Program Components	
Plans for 2012	The four utilities had a two year plan approved by the NHPUC 1/1/11 to cover 2011 and 2012 program years.

Organization	NSTAR Electric
Type	Utility
Service Territory	1.1 million customers in 81 communities throughout Massachusetts
Program Name	Massachusetts ENERGY STAR Consumer Products Initiative
Program Background	
Budget	The current budget cycle is 1/1/2011 – 12/31/2011.
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	Daniel Krasowsky, Lockheed Martin Promotion Implementation Coordinator 508-460-0795, daniel.krasowsky@lmco.com
Web Site	http://www.masssave.com
2011 Program Components	
Refrigerators	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for Refrigerators and Freezers
	Training: Retail associates are provided training through field implementation contractors. Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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 through website and social media outlets.
	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 contractors. Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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 through website and social media outlets.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pump	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 contractors. Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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: Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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 through website and social media outlets.
	Uses the ENERGY STAR platform: N/A
Room Air Cleaners	Market focus: Downstream
	Customer type: All
	Incentives: Mail in rebate for Room Air Cleaners
	Training: Retail associates are provided training through field implementation contractors.

Program Educational materials are available at the point of purchase for appliances and

	<p>consumer electronics products supported through the program. 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.</p>
	<p>Marketing: Program Educational materials are available at the point of purchase for appliances and consumer electronics products supported through the program. 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 through website and social media outlets.</p>
	<p>Uses the ENERGY STAR platform: Yes</p>
Coordination	<p>Coordinate with Sponsors of the Massachusetts ENERGY STAR Consumer Products Initiative</p>
Recycling	<p>Consumer incentive offered for recycling of refrigerator or freezer through scheduled pick up.</p>
<p>Future Program Components</p>	
Plans for 2012	<p>Plan to continue offering incentives for qualified consumer products through retail promotions.</p>

Organization	NV Energy	
Type	Utility	
Service Territory	64,000 pool owners Greater Las Vegas/Clark County, Nevada	
Program Name	Energy Efficient Pool Pump Program	
Program Background		
Budget	The current budget cycle runs from 1/1/11 to 12/31/11, and the budget is \$674,446.	
Goals and Objectives	Overall goals include savings of 3,244,000 kWh. Evaluation is conducted by counting units sold (variable-speed pool pumps and seasonal set-back timers).	
Contact	Doug Eddie, Project Manager (702) 402-5054, DEddie@nvenergy.com	Charlotte Franky, Program Manager (702) 343-9872, cfranky@ecosconsulting.com
Web Site	http://www.NVEnergy.com	
2011 Program Components		
Pool Pumps	Market focus: Midstream and downstream	
	Customer type: Pool owners, retailers, and distributors	
	Incentive amount: \$300 rebate on variable-speed pumps, \$75.00 on Seasonal Tightwatt Timers, \$100/pool pump calibration, and pool professional form bonus of \$10 for submitting rebate forms.	
	Training: NV Energy offers calibration training classes and administrative classes on form processing.	
	Marketing: POP, bill inserts, direct mailers, web site	
	Uses the ENERGY STAR platform: No	
Coordination	Web site mentions rebates on pool covers with water utility.	
Recycling	No	
Future Program Components		
Plans for 2012	NV Energy is always on the lookout for energy savings we can pass on to the customer in the form of new technology.	

Organization	New York State Energy Research and Development Authority (NYSERDA)
Type	State Government
Service Territory	6 million households within the 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 \$mart SM 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 MM for program implementation and \$1.95 MM for program incentives.
Goals and Objectives	<p>NYESPP goals include the following:</p> <ul style="list-style-type: none"> To increase public awareness of energy-efficient appliances, lighting, consumer electronics. To educate and train retail sales staff throughout New York State on ENERGY STAR and other energy-efficient products and how to upsell these products. To expand the offering of ENERGY STAR and other energy-efficient products in the New York retail market through partnerships with manufacturers worldwide. To reduce kilowatt hours and peak load in New York State. To increase the market share of ENERGY STAR and energy-efficient products <p>Evaluation is conducted by analyzing cumulative market share of ENERGY STAR appliances and the increase in the amount of appliance retailer program partners.</p>
Contact	Kerry P. Hogan, Assistant Project Manager 518-862-1090 ext. 3509, kph@nyserda.org
Web Site	http://www.GetEnergySmart.org
2011 Program Components	
Clothes Washers	Market focus: Upstream and midstream
	Customer type: Residential applications
	Incentive amount: Co-op funds for all types of media advertising and targeted promotions
	Training: 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
Dishwashers	Market focus: Upstream and midstream
	Customer type: Residential applications
	Incentive amount: Co-op funds for all types of media advertising and targeted promotions
	Training: 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
Refrigerators	Market focus: Upstream and midstream
	Customer type: Residential applications
	Incentive amount: Co-op funds for all types of media advertising and targeted promotions
	Training: 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
Room AC	Market focus: Upstream and midstream
	Customer type: Residential applications
	Incentive amount: Co-op funds for all types of media advertising and targeted promotions
	Training: 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
	Incentive amount: 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
	Uses the ENERGY STAR platform: No
HVAC	Market focus: Upstream and midstream
	Customer type: Residential applications
	Incentive amount: Co-op funds for all types of media advertising and targeted promotions
	Training: In-store sales staff training on ENERGY STAR and other energy-efficient products
	Marketing: 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:
	Uses CEE specifications: Yes
Coordination	NYESPP coordinates with over 1,300 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 2012	At the present time, plans for 2012 have not been developed.

Organization	Pacific Gas and Electric Company
Type	Utility
Service Territory	Service area stretches from Eureka in the North to Bakersfield in the South and from the Pacific Ocean in the West to the Sierra Nevada in the East. The area includes 5.1 million electric customer accounts and 4.3 million natural gas customer accounts.
Program Name	PG&E Residential Energy Efficiency Programs
Program Background	
Budget	Budget figures are not currently available.
Goals and Objectives	Goals and objectives are not currently available. Evaluation is performed using market saturation and penetration, sales lift, customer satisfaction, cost effectiveness, and shareholder returns.
Contact	Oksana Harris, Product Manager (415) 973-2283
Web Site	http://www.pge.com/myhome/saveenergymoney/rebates/
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential, Small and Medium Business
	Incentive amount: \$50 for CEE Tier 2 and above
	Training: Sales associate training
	Marketing: POP, Marketing and educational collateral, Direct mail
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: Residential, Small and Medium Business
	Incentive amount: \$30 for models using 24 kWh/year and 5.8 gallons/cycle; \$50 for models using 7 kWh/year and 5.0 gallons/cycle
	Training: Sales associate training

CEE  Residential Appliance Program Summary

	Marketing: POP, Marketing and educational collateral, Direct mail
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: Residential, Small and Medium Business
	Incentive amount: \$50/ ENERGY STAR unit
	Training: Sales associate training
	Marketing: POP, Marketing and educational collateral, Direct mail
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Pool Pump	Market focus: Downstream / Midstream
	Customer type: Residential, Small and Medium Business
	Incentive amount: \$100 to customer, \$200 to installer
	Training: Installer pool energy efficiency training
	Marketing: POP, Marketing and educational collateral, trade outreach, Direct mail
	Uses the ENERGY STAR platform: No
Coordination	The clothes washer program is coordinated with Bay Area water utilities. Also, the downstream programs are coordinated on a statewide CA IOUs basis.
Recycling	Recycling incentives are available for refrigerators (\$35 per unit), freezers (\$35 per unit), and room AC (\$25 per unit). Customers must have a PG&E electric account, refrigerator size must be 10-32 cu ft, and the unit must be in working condition. JACO, the recycling contractor, maintains a call in line and a website to accept customer requests for pick up.
Future Program Components	
Plans for 2012	PG&E is working toward programs that lead to a more seamless customer experience. We are exploring point-of-sale/instant options for downstream programs. We are currently requesting CPUC approval to expand some programs into the retail channel, which would lead to improved customer programs.

Organization	Pacific Power (California)
Type	Utility
Service Territory	45,000 customers in California
Program Name	Home Energy Savings Program
Program Background	
Budget	The budget is not broken out for appliance program, but non lighting incentives available are approximately \$53,000.
Goals and Objectives	Overall appliance savings goals are approximately 221,000 gross kWh in California. In addition, Pacific Power plans to shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificcorp.com
Web Site	http://www.pacificpower.net/hes
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 for MEF 2.2 +, \$75 for MEF 2.4+
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for CEE Tier 1
	Training: Training by field staff is available for retail employees.

CEE  Residential Appliance Program Summary

	Marketing: Variety including point-of-purchase materials, print advertising, outreach events, and website features.
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Refrigerators	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$30 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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 refrigerators and freezers. Refrigerators or freezers must be in working condition and must be plugged in to verify they are working. Units a minimum of 10 cubic feet in size (based on inside measurements) qualify for the program. Pacific Power has contracted with JACO to remove refrigerators and freezers.
Future Program Components	
Plans for 2012	N/A

Organization	Pacific Power (Washington)
Type	Utility
Service Territory	127,000 customers in Washington State
Program Name	Home Energy Savings Program
Program Background	
Budget	The budget is not broken out for appliance program, but non lighting incentives available are approximately \$433,000.
Goals and Objectives	Overall non-lighting savings goals are approximately 1.3 million gross kWh in Washington. In addition, Pacific Power plans to shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificcorp.com
Web Site	http://www.pacificpower.net/hes
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 for MEF 1.72-1.99, \$100 for MEF 2.0+
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for EF 0.65+
	Training: Training by field staff is available for retail employees.

CEE  Residential Appliance Program Summary

	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$50 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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 refrigerators, freezers, and room air conditioners. Refrigerators or freezers must be in working condition and must be plugged in to verify they are working. Units a minimum of 10 cubic feet in size (based on inside measurements) qualify for the program. Pacific Power has contracted with JACO to remove refrigerators and freezers. Room air conditioner must be in working order and be delivered to one of our scheduled recycling events.
Future Program Components	
Plans for 2012	N/A

Organization	Progress Energy
Type	Utility
Service Territory	Approximately 1 million customers in North Carolina and South Carolina and 1.4 million in Florida.
Program Name	Appliance Recycling Program (offered in the Carolinas only)
Program Background	
Budget	The current budget is \$1.8 million.
Goals and Objectives	Overall goals for 2011 include savings of 6,500 MWh and 11,000 appliances recycled.
Contact	Mark Tabert, Program Manager 919-546-2658, mark.tabert@pgnmail.com
Web Site	http://www.progress-energy.com/arp
2011 Program Components	
Coordination	No
Recycling	Recycling incentives are available for refrigerators and freezers. The program offers a \$50 incentive, plus free pickup of appliance. See the website for details: http://www.progress-energy.com/custservice/carres/efficiency/programs/arp/details.asp .
Future Program Components	
Plans for 2012	Plans include increasing goals to 12,000 appliances in 2012 and determining viability of point of sale advertising and how this would affect free ridership in the Program. Also, Progress Energy Florida has filed a similar appliance recycling program and is awaiting approval.

Organization	Public Service Company of New Mexico (PNM)
Type	Utility
Service Territory	445,637 residential customers in New Mexico
Program Name	Refrigerator Recycling Rebate
Program Background	
Budget	The budget cycle runs from July 2011 to June 2012, and the budget is \$1,222,423.
Goals and Objectives	Overall goals include 8,000 recycled units (95% residential).
Contact	Emma van Moorsel, Program Manager 505-241-4425, emma.vanmoorsel@pnm.com
Web Site	http://www.pnm.com/rebates/fridge.htm http://www.pnm.com/rebates/fridge_bus.htm (Business recycling)
2011 Program Components	
Coordination	No
Recycling	Recycling incentives are available for refrigerators. The incentive is \$30 per unit for up to two units per year.
Future Program Components	
Plans for 2012	N/A

Organization	Public Service of New Hampshire
Type	Electric utility
Service Territory	500,000 homes and businesses in New Hampshire
Program Name	ENERGY STAR Appliance Program
Program Background	
Budget	The 2011 budget is \$1,917,400.
Goals and Objectives	Overall Goals: The statewide goal for New Hampshire utilities supporting the ENERGY STAR Appliance Program is to save 26,222,884 lifetime kWhs and serve 16,402 appliance rebates. There are 112 participating appliance retailers in NH. Evaluation Method: In the past, D&R International published ENERGY STAR market share for each appliance and in each state.
Contact	Jack Schelling, Residential Appliance Program Administrator 603-634-2721, schelje@psnh.com
Web Site	http://www.psnh.com
2011 Program Components	
Clothes Washers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Refrigerators	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training

CEE  Residential Appliance Program Summary

	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Room AC	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$20 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Air Purifiers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$15 per unit
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: No
Coordination	This program is offered by four NH Electric Utilities - PSNH, UNITIL, NHEC and NGRID - under the umbrella nhsaves.
Recycling	Recycling incentives are available for refrigerators and room AC units. Residential customers may have their second refrigerator picked up at their home, and AC can be pickled up at that time.
Future Program Components	
Plans for 2012	The four utilities had a two year plan approved by the NHPUC 1/1/11 to cover 2011 and 2012 program years.

Organization	Puget Sound Energy
Type	Utility
Service Territory	Puget Sound Energy serves 1,000,000 electric customers and approximately 700,000 natural gas customers in Washington state.
Program Name	WashWise Clothes Washer Rebate Program, Retail Refrigerator/Freezer Rebate Program, and Secondary Refrigerator/Freezer Recycling Program
Program Background	
Budget	The budget cycle is 2010-11. Rebates are based on funding availability and are subject to change without notification.
Goals and Objectives	Overall Goals: Provide incentives for customers to purchase and use premium energy-efficient clothes washers (MEF 2.2 and above, WF 4.5 and below); provide incentives for 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, laura.wilson@pse.com
Web Site	http://www.PSE.com
2011 Program Components	
Clothes Washers	Market focus: Mail-in rebate
	Customer type: Residential
	Incentive amount: \$50 or \$100 based on WashWise tier levels.
	Training: 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: No
Refrigerators	Market focus: Mail-in rebate
	Customer type: Residential
	Incentive amount: \$75 refrigerator rebate with purchase of CEE Tier 2/3 models and proper decommissioning of primary refrigerator and a \$20 freezer rebate with the purchase of an Energy Star model

	Training: Store sales associates training
	Marketing: Mainly POP, store sales associate training, bill inserts, EnergyWise newsletter, and advertising on recycling trucks; sometimes print, radio, and online
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes
Coordination	Regional electric and water utilities jointly participate in the WashWise Clothes Washer Rebate Program. Utilities work with retailers and manufacturers to time, roll in, and joint market their rebates/discounts/sales with PSE's Retail Refrigerator/Freezer rebate.
Recycling	Puget Sound Energy offers a \$30 rebate with free pick up and recycling for old, secondary refrigerators and/or freezers from customer's basements/garages. 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 2012	Planning is currently in progress.

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
Program Background	
Budget	Annual – January through December
Goals and Objectives	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	Shelly Bouvang, Program Manager, Appliances-Residential and Commercial 801 324-5654, Shelly.Bouvang@Questar.com
Web Site	www.ThermWise.com
2011 Program Components	
Clothes Washers	Market Focus: Upstream, midstream and downstream.
	Customer type: The program targets the entire supply chain from manufacturers to distributors and dealers, retailers and individual consumers, with a focus on residential customers.
	Incentive amount: \$50 rebates are issued in the form of checks, not utility bill credits for clothes washer with MEF of 2.60 or greater (customers must have gas water heating to be eligible)
	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.
	Does the program use ENERGY STAR as a platform? Yes
	Does the program use any of CEE's SEHA specifications (e.g. tiered incentives)? Not currently, but they take into consideration some of the recommendations CEE has discussed in the past.
Coordination	There are many of the same trade allies participating 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.

CEE  Residential Appliance Program Summary

Recycling	The program does not include appliance recycling.
Plans for 2012	Planning is currently in process.

Organization	Rocky Mountain Power (Idaho)
Type	Utility
Service Territory	70,281 customers in Idaho
Program Name	Home Energy Savings Program
Program Background	
Budget	The budget for the appliance program is approximately \$288,400.
Goals and Objectives	Overall appliance savings goals are approximately 720,000 gross kWh in Idaho. In addition, Rocky Mountain Power plans to shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Idaho/idaho_home.html
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 for MEF 1.72-1.99, \$75 for MEF 2.0+
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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 refrigerators, freezers, and clothes washers. Recycling incentives are only available for equipment being replaced with Qualifying Equipment eligible for an incentive through this program. Rocky Mountain Power has contracted with JACO to recycle refrigerators and freezers.
Future Program Components	
Plans for 2012	N/A

Organization	Rocky Mountain Power (Utah)
Type	Utility
Service Territory	787,550 customers in Utah
Program Name	Home Energy Savings Program
Program Background	
Budget	The budget for the appliance program is approximately \$383,000.
Goals and Objectives	Overall non-lighting savings goals are approximately 2.5 million gross kWh in Utah. In addition, Rocky Mountain Power plans to shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Utah/utah_home.html
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 for MEF 2.0-2.45 and WF 6.0 and below, electric water heat only; \$75 for MEF 2.46+, electric water heat only
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for EF 0.65+
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$50 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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 refrigerators, freezers and clothes washers. Recycling incentives are only available for equipment being replaced with Qualifying Equipment eligible for an incentive through this program. Rocky Mountain Power has contracted with JACO to recycle refrigerators and freezers.
Future Program Components	
Plans for 2012	N/A

Organization	Rocky Mountain Power (Wyoming)
Type	Utility
Service Territory	133,770 customers in Wyoming
Program Name	Home Energy Savings Program
Program Background	
Budget	The budget for the appliance program is approximately \$257,000.
Goals and Objectives	Overall non-lighting savings goals are approximately 797,000 gross kWh in Washington. In addition, Rocky Mountain Power plans to shift equipment specs based on field data and new federal specs.
Contact	Greg Stiles, Residential Program Manager 503-813-5153, greg.stiles@pacificorp.com
Web Site	http://www.homeenergysavings.net/Wyoming/wyoming_home.html
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$50 for MEF 1.72-1.99, \$75 for MEF 2.0+
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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
	Customer type: Residential
	Incentive amount: \$20 for ENERGY STAR qualified
	Training: Training by field staff is available for retail employees.
	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 refrigerators, freezers, and clothes washers. Recycling incentives are only available for equipment being replaced with Qualifying Equipment eligible for an incentive through this program. Rocky Mountain Power has contracted with JACO to recycle refrigerators and freezers.
Future Program Components	
Plans for 2012	N/A

Organization	Sacramento Municipal Utility District (SMUD)
Type	Electric utility
Service Territory	526,980 residential customers in the City of Sacramento and a small portion of Placer County
Program Name	Appliance Efficiency Program
Program Background	
Budget	The current budget cycle runs from 1/1/11 to 12/31/11, and the budget is \$1,587,000.
Goals and Objectives	Overall goals include 1.4 MW / 6 GWH in first year impacts. 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, Probert@SMUD.org
Web Site	http://www.smud.org http://www.smud.org/en/rebates/Pages/index.aspx
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential
	Incentive amount: \$35-\$125 for CEE-qualified ENERGY STAR®
	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
	Incentive amount: \$30-\$50 for CEE-qualified ENERGY STAR®

	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
	Incentive amount: \$50 for ENERGY STAR® level
	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: No
Coordination	Local (Sacramento MSA) water utilities work through SMUD to offer additional rebates for efficient clothes washers. SMUD processes rebates for the water utilities.
Recycling	Recycling incentives are available for refrigerators and freezers. Units must be in working condition and 10 to 27 cubic ft. in size, and there is a limit of two units per residential address. Jaco Environmental is the contractor. The program will have an impact evaluation done in 2011. Jaco markets the program.
Future Program Components	
Plans for 2012	SMUD is looking at options for moving the program incentives upstream to retailers and manufacturers.

Organization	Snohomish County Public Utility District #1
Type	Public utility
Service Territory	285,000 residential customers in Snohomish County, WA
Program Name	Residential Incentives - Appliances
Program Background	
Budget	The 2011 budget for appliances is roughly \$1.5 million.
Goals and Objectives	<p>2011 Targets: 0.41 aMW, 4,000 refrigerators, 4,500 recycled refrigerators, 7,100 clothes washers</p> <p>Evaluation Method: We primarily focus on kWh savings and expenditures. However, we study sales by retailer, hot water and dryer type for CWs, and location of sales with an interest in target marketing opportunities – although specific targets are not tied to these metrics. For residential appliances we rely on regionally “deemed savings values,” eliminating the need for site-specific M&V for these measures. Cost effectiveness is calculated at the measure and the program level, and periodic impact and process evaluation further informs us about the effectiveness of our appliance programs.</p>
Contact	<p>Al Bandazy</p> <p>425-783-1739, AJBandazy@SNOPUD.com</p>
Web Site	http://www.snopud.com/conservation/appliances.ashx?p=1139
2011 Program Components	
Clothes Washers	Market focus: Mostly downstream, some mid stream retail training
	Customer type: All residential customers
	Incentive amount: \$50/\$100 depending on MEF
	Training: POP sales staff; third party outreach
	Marketing: POP materials, radio, local TV, newspaper, bill inserts; third party vendor
	Uses the ENERGY STAR platform: Somewhat; uses NWCouncil “Tiers” based on MEF
	Uses CEE specifications: No
Refrigerators	Market focus: Mostly downstream, some mid stream retail training
	Customer type: All residential customers

CEE  Residential Appliance Program Summary

	Incentive amount: \$50 for new EnergyStar Appliances;
	Training: POP sales staff
	Marketing: POP materials, radio, local TV, newspaper, bill inserts
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	Through regional vendor -PECI.
Recycling	Recycling incentives are available for refrigerators and freezers (\$30 per unit). The unit must be in working order; both primary and secondary units are accepted; Snohomish Public Utility District has a contract with JACO Environmental.
Future Program Components	
Plans for 2012	Dishwasher rebates have been discontinued. Recycling program changes include expanding the program to include pick-ups from retailers (of eligible customer units) and eliminating the age requirement for eligibility (from the previous pre-1996 manufacture date). We will also be testing customer uptake of an option to donate their \$30 reward to Project Pride (an energy assistance program for low-income families administered by the local chapter of the American Red Cross).

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, California
Program Name	Home Energy Efficiency Rebate Program
Program Background	
Budget	The current program cycle runs from 2010 to 2012, and the budget approximately \$10.5 million in incentives.
Goals and Objectives	Overall goals include savings of approximately 9.5 million therms from 2010 to 2012.
Contact	Harvey Bringas, Program Manager 562-803-7423, hbringas@semprautilities.com
Web Site	http://www.socalgas.com/rebates/residential
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Single family
	Incentive amount: \$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
	Incentive amount: \$30
	Training: No

CEE  Residential Appliance Program Summary

	Marketing: Point of sale
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	The program is coordinated statewide with other investor-owned utilities in California.
Recycling	No
Future Program Components	
Plans for 2012	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	Arizona Residential High-Efficiency Equipment Rebate Program, Nevada Residential Energy-Efficient Consumer Products Rebate Program
Program Background	
Budget	The current budget cycle runs from January through December. 2011 budgets: Arizona- \$700,000; Nevada-\$825,000 Total budget, projected number of measures, and energy savings include savings on measures not included on this summary. Other rebates offered include: natural gas tankless and storage water heaters, natural gas clothes dryers, programmable thermostat, and 'smart' low-flow showerheads.
Goals and Objectives	Overall Goals: To reduce consumption and improve energy efficiency in a cost-effective manner. Goals for Arizona include 8,600 measures resulting in 198,280 in first year annual therm savings. Goals for Nevada include 6,710 measures resulting in 182,780 in first year annual therm savings. Evaluation Method: Total resource cost test.
Contact	Holly Lloyd, Analyst III (702) 364-3312, Holly.Lloyd@SWGAS.com
Web Site	Arizona: http://www.swgas.com/efficiency/az/residential_equipment.php Nevada: http://www.swgas.com/efficiency/nv/residential_equipment.php
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Residential only
	Incentive amount: \$50 for Tier 1 and \$95 for Tier 2 in Arizona; \$50 for Tier 1 and \$100 for Tier 2 in Nevada
	Training: Field reps will train retailer personnel on the program.
	Marketing: POP and in-store retail events, bill inserts, direct mail & brochures
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: Yes (Tiers are from CEE)

Coordination	None
Recycling	None
Future Program Components	
Plans for 2012	Nevada: Should remain somewhat consistent with 2011 Arizona: Budget may be increased substantially, pending regulatory review

Organization	Unitil
Type	Electric utility
Service Territory	63,710 residential electric customers in New Hampshire
Program Name	ENERGY STAR Appliance Program
Program Background	
Budget	The 2011 budget is \$306,057.
Goals and Objectives	Overall Goals: The statewide goal for New Hampshire utilities supporting the ENERGY STAR Appliance Program is to save 26,222,884 lifetime kWhs and serve 16,402 appliance rebates. There are 112 participating appliance retailers in NH. Evaluation Method: In the past, D&R International published ENERGY STAR market share for each appliance and in each state.
Contact	Rebecca Scott, Residential Appliance Program Administrator 603-294-5126, scott@unitil.com
Web Site	http://www.unitil.com
2011 Program Components	
Clothes Washers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Refrigerators	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$30 mail in rebate
	Training: Retailer training

CEE Residential Appliance Program Summary

	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$20 mail in rebate
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Air Purifiers	Market focus: Customer mail in rebates (no buydowns or markdowns)
	Customer type: Residential customers
	Incentive amount: \$15 per unit
	Training: Retailer training
	Marketing: POP, bill inserts, web, catalogs
	Uses the ENERGY STAR platform: Yes
Coordination	This program is offered by four NH Electric Utilities - PSNH, UNITIL, NHEC and NGRID - under the umbrella nhsaves.
Recycling	Recycling incentives are available for refrigerators and room AC units. Residential customers may have their second refrigerator picked up at their home, and AC can be pickled up at that time.
Future Program Components	
Plans for 2012	The four utilities had a two year plan approved by the NHPUC 1/1/11 to cover 2011 and 2012 program years.

Organization	Vectren Energy Delivery
Type	Utility
Service Territory	120,000 residential customers in Southern Indiana
Program Name	Vectren's Conservation Connection
Program Background	
Budget	\$291,000
Goals and Objectives	Overall Goals: 1,200 participants for refrigerator / freezer pick-ups and 270 participants for window air-conditioners. We estimate a total savings of 894 MWh and 184 KW.
Contact	Amanda Eades, Conservation Coordinator 812-491-4808
Web Site	http://www.vectren.com
2011 Program Components	
Coordination	N/A
Recycling	Recycling incentives (\$30 per unit) are available for refrigerators, freezers, and window AC. Marketing includes bill inserts, radio, TV, news paper, and home shows.
Future Program Components	
Plans for 2012	N/A

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 building with 4 or more units and requires full compliance (all units in building must participate).
Goals and Objectives	Overall Goals: None Evaluation Method: N/A
Contact	Bobbi Fey, Residential Program Assistant Director 888-509-3247 extension 140, bobbif@weccusa.org
Web Site	http://www.focusonenergy.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units.
	Incentives: No
	Training: Limited, information is shared at events and by retail staff as requested
	Marketing: Limited POP, fact sheets and information on website
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: N/A
Dishwashers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units.
	Incentives: No

	Training: Limited, information is shared at events and by retail staff as requested
	Marketing: Limited POP, fact sheets and information on website
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: N/A
Refrigerators	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units.
	Incentives: No
	Training: Limited, information is shared at events and by retail staff as requested
	Marketing: Limited POP, fact sheets and information on website
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: N/A
Dehumidifiers	Market focus: Downstream
	Customer type: Multifamily buildings with 4 or more units.
	Incentives: No
	Training: Limited, information is shared at events and by retail staff as requested
	Marketing: Limited POP, fact sheets and information on website
	Uses the ENERGY STAR platform: Yes
Coordination	Not at this time
Recycling	No
Future Program Components	
Plans for 2012	No plans are available at this time.

Organization	Xcel Energy
Type	Utility
Service Territory	3.2 million residential customers
Program Name	Energy Star Retailer
Program Background	
Budget	\$2.2 million in 2011
Goals and Objectives	Overall Goals: 8.0 GWh; 50,000 participants
Contact	Kim Sherman 612-337-2360, kim.sherman@xcelenergy.com
Web Site	http://www.responsiblebynature.com , http://www.xcelenergy.com
2011 Program Components	
Clothes Washers	Market focus: Downstream
	Customer type: All
	Incentive amount: \$25
	Training: Store employees
	Marketing: POP
	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Dishwashers	Market focus: Downstream
	Customer type: All
	Incentive amount: \$20
	Training: N/A
	Marketing: N/A

	Uses the ENERGY STAR platform: No
	Uses CEE specifications: Yes
Refrigerators	Market focus: Downstream
	Customer type: All
	Incentive amount: \$20
	Training: N/A
	Marketing: N/A
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Room AC	Market focus: Downstream
	Customer type: All
	Incentive amount: \$20
	Training: N/A
	Marketing: N/A
	Uses the ENERGY STAR platform: Yes
	Uses CEE specifications: No
Coordination	No
Recycling	Recycling incentives are available for working secondary refrigerators. ARKA is the recycling contractor. No evaluation has been implemented yet.
Future Program Components	
Plans for 2012	N/A