

# **Residential Appliance Programs National Summary**

**September 2006**

**Prepared By:  
Consortium for Energy Efficiency  
(617) 589-3949  
[www.CEE1.org](http://www.CEE1.org)**

# Table of Contents

**This is an interactive table of contents. You can call up the page by clicking on the page number. To return to the table of contents, use the link in the upper right corner of each page.**

|   |    |
|---|----|
| Alliant Energy.....   | 1  |
| BC Hydro.....   | 2  |
| Bonneville Power Administration.....                        | 2  |
| Cape Light Compact.....                                     | 3  |
| Efficiency Vermont.....                                     | 4  |
| Energy Trust of Oregon.....                                 | 5  |
| Long Island Power Authority.....                            | 6  |
| Los Angeles Department of Water and Power.....              | 7  |
| National Grid (MA).....                                     | 8  |
| New York State Energy Research & Development Authority..... | 9  |
| Northeast ENERGY STAR Appliance Initiative.....             | 10 |
| Northwest Energy Efficiency Alliance.....                   | 12 |
| Pacific Gas and Electric Company.....                       | 13 |
| PacifiCorp.....   | 14 |
| Puget Sound Energy.....                                     | 15 |
| Sacramento Municipal Utility District.....                  | 16 |
| San Diego Gas & Electric.....                               | 17 |
| Seattle City Light / Seattle Public Utilities.....          | 18 |
| Southern California Gas Company.....                        | 19 |
| Wisconsin Department of Administration.....                 | 20 |

Note: All information contained in this document was compiled from interviews and documented program information. Every effort was made to provide the most current and accurate information. If a correction is necessary, contact Erica Schroeder, CEE, (617) 589-3949 ext. 231 or [ESchroeder@CEE1.org](mailto:ESchroeder@CEE1.org).

|                                |  |                              |      |                                |       |
|--------------------------------|--|------------------------------|------|--------------------------------|-------|
| <b>ORGANIZATION</b>            | <b>Alliant Energy</b>  |                              |      |                                |       |
| <b>Name</b>                    | <b>Washer Rebates</b><br><b>Appliance Recycling</b>  |                              |      |                                |       |
| <b>Territory</b>               | <b>Washer Rebates</b><br>Iowa and Minnesota<br><b>Appliance Recycling</b><br>Iowa  |                              |      |                                |       |
| <b>Coordination</b>            | <b>Washer Rebates</b><br>Washer Rebates is coordinated statewide in Iowa and Minnesota.<br><b>Appliance Recycling</b><br>Appliance Recycling is coordinated statewide in Iowa.   |                              |      |                                |       |
| <b>Goals and Objectives</b>    | <b>Washer Rebates</b><br>The program's goal is to increase the market penetration of energy-efficient clothes washers.<br><b>Appliance Recycling</b><br>The program's goal is to remove secondary refrigerators, freezers and air conditioner units from the marketplace.  |                              |      |                                |       |
| <b>ENERGY STAR</b>             | <b>Washer Rebates</b><br>Yes<br><b>Appliance Recycling</b><br>No   |                              |      |                                |       |
| <b>CEE Specifications</b>      | No   |                              |      |                                |       |
| <b>Program Activities</b>      | <b>Washer Rebates</b><br>This program is a component of Alliant Energy's prescriptive rebate program. It has a downstream focus, targeting residential consumers. It offers the following incentives:<br><table style="margin-left: 40px;"> <tr> <td>Vertical axis clothes washer</td> <td>\$50</td> </tr> <tr> <td>Horizontal axis clothes washer</td> <td>\$100</td> </tr> </table> The program is primarily marketed through bill inserts, bill messages, direct mail and point-of-purchase materials.<br><b>Appliance Recycling</b><br>This program is a component of Alliant Energy's prescriptive rebate program. It has a downstream focus, targeting residential consumers. It offers a \$35 rebate per working appliance that is picked up and recycled. The program is primarily marketed through bill inserts, bill messages and direct mail. | Vertical axis clothes washer | \$50 | Horizontal axis clothes washer | \$100 |
| Vertical axis clothes washer   | \$50   |                              |      |                                |       |
| Horizontal axis clothes washer | \$100  |                              |      |                                |       |
| <b>Contact</b>                 | Lisa Pucelik, Product Manager<br>(319) 786 – 4283<br><a href="mailto:lisapucelik@alliantenergy.com">lisapucelik@alliantenergy.com</a>  |                              |      |                                |       |
| <b>Web Site</b>                | <a href="http://www.alliantenergy.com">www.alliantenergy.com</a>   |                              |      |                                |       |

|                             |   |
|-----------------------------|---|
| <b>ORGANIZATION</b>         | <b>BC Hydro</b>   |
| <b>Name</b>                 | <b>Refrigerator Buy-Back Program</b>  |
| <b>Territory</b>            | British Columbia (BC), Canada – The program serves 1.4 million residential customers in BC.   |
| <b>Coordination</b>         | The program is coordinated with BC contractors providing the refrigerator pick-up, dismantling, and long-haul services.   |
| <b>Goals and Objectives</b> | The program encourages customers to turn in their second operating refrigerators. The goal of the program is to obtain annual energy savings of 28 GWh/yr.  |
| <b>ENERGY STAR</b>          | No  |
| <b>CEE Specifications</b>   | No  |
| <b>Program Activities</b>   | <p>The program offers \$30 per refrigerator for a maximum of two refrigerators per household. It is promoted through bill inserts, bill messages, point-of-sale materials at appliance retail stores, and posters. Presentations on the program are offered to select refrigerator retailers.</p> <p><b>Budget Information:</b><br/>The program has an annual budget cycle. The current budget is \$4.23 million.</p> |
| <b>Contact</b>              | <p>Alicia Forrester<br/>(604) 453 – 6387<br/><a href="mailto:alicia.forrester@bchydro.com">alicia.forrester@bchydro.com</a></p>   |
| <b>Web Site</b>             | <a href="http://www.bchydro.com/powersmart">www.bchydro.com/powersmart</a>  |

|                             |  |
|-----------------------------|--|
| <b>ORGANIZATION</b>         | <b>Bonneville Power Administration</b>   |
| <b>Name</b>                 | <b>Post-2006 Conservation Implementation</b>   |
| <b>Territory</b>            | Seven states, including all of Washington, Oregon and Idaho, and parts of Montana, Wyoming, California and Nevada.   |
| <b>Coordination</b>         | The program is coordinated across states and regionally. In several instances, BPA depends on the efforts of the <b>Northwest Energy Efficiency Alliance</b> .       |
| <b>Goals and Objectives</b> | The program is an acquisition program that supports market transformation. Its goal is 46 MWh of savings per year due to conservation from all sectors and end-uses. |
| <b>ENERGY STAR</b>          | Yes  |
| <b>CEE Specifications</b>   | No   |
| <b>Program Activities</b>   | The program has both upstream (through training offered by the   |

|                 |   |
|-----------------|---|
|                 | <p><b>Northwest Energy Efficiency Alliance</b>) and downstream (through retail utility rebates) components. It targets all consumers. BPA offers credits or reimbursements to retail utilities in its territory, and these utilities then decide how much they will offer in rebates to the consumers. Some utilities supplement BPA credits/reimbursements. Program marketing is dependent on the local utility and/or the <b>Northwest Energy Efficiency Alliance</b>.</p> <p><b>Budget Information:</b></p> <p>The program has a three-year budget cycle. The budget is \$80 million per year. Of this, \$10 million goes to the <b>Northwest Energy Efficiency Alliance</b>. The rest is available to utilities for credits and reimbursements. Traditionally approximately 50% of the credits have gone to residential consumers, but BPA does not constrain the budget by sector.</p> |
| <b>Contact</b>  | Ken Keating<br><a href="mailto:kmkeating@bpa.gov">kmkeating@bpa.gov</a>   |
| <b>Web Site</b> | <a href="http://www.bpa.gov/Energy/N/">www.bpa.gov/Energy/N/</a>  |

|                             |  |
|-----------------------------|--|
| <b>ORGANIZATION</b>         | <b>Cape Light Compact</b>  |
| <b>Name</b>                 | <b>Northeast ENERGY STAR Appliance Initiative</b>  |
| <b>Territory</b>            | Cape Cod and Martha's Vineyard, MA   |
| <b>Coordination</b>         | The program is coordinated on a state level across appliances, though there is some variation within the state. The program is coordinated regionally by the Northeast Energy Efficiency Partnerships (NEEP) in an effort to advance the mutual efforts of regional utilities, manufacturers and retailers. See the <b>Northeast ENERGY STAR Appliance Initiative</b> summary for further information.                               |
| <b>Goals and Objectives</b> | The program's savings goal is approximately 600,000 kWh.   |
| <b>ENERGY STAR</b>          | Yes  |
| <b>CEE Specifications</b>   | Yes – CEE residential clothes washer specification (Tier 3a). The program does not require the Water Factor (WF) stipulated by CEE, however.   |
| <b>Program Activities</b>   | <p>The program has a downstream focus. It targets residential consumers. It offers mail-in rebates of \$100 for washers with Modified Energy Factors (MEF) of 1.8 or higher. The program is primarily marketed through point-of-purchase and cooperative advertising with retail partners.</p> <p><b>Budget Information:</b></p> <p>The program has an annual budget cycle. Its current rebate budget is approximately \$72,000.</p> |
| <b>Contact</b>              | Margaret Song<br><a href="mailto:msong@cape.com">msong@cape.com</a>  |
| <b>Web Site</b>             | <a href="http://www.myenergystar.com">www.myenergystar.com</a>   |

|                                  |  |                            |      |                                  |                   |                          |      |
|----------------------------------|--|----------------------------|------|----------------------------------|-------------------|--------------------------|------|
| <b>ORGANIZATION</b>              | <b>Efficiency Vermont</b>  |                            |      |                                  |                   |                          |      |
| <b>Name</b>                      | <b>Retail Efficient Products</b>   |                            |      |                                  |                   |                          |      |
| <b>Territory</b>                 | Vermont  |                            |      |                                  |                   |                          |      |
| <b>Coordination</b>              | The program is coordinated regionally by the Northeast Energy Efficiency Partnerships (NEEP). See the <b>Northeast ENERGY STAR Appliance Initiative</b> summary for further information.   |                            |      |                                  |                   |                          |      |
| <b>Goals and Objectives</b>      | The program aims to promote and sell approximately 8,000 energy-efficient ENERGY STAR products to Vermont consumers in 2006. To date, this promotion has saved approximately 1,200,000 kWh.  |                            |      |                                  |                   |                          |      |
| <b>ENERGY STAR</b>               | Yes  |                            |      |                                  |                   |                          |      |
| <b>CEE Specifications</b>        | Yes – CEE residential clothes washer specification (Tier 3a)   |                            |      |                                  |                   |                          |      |
| <b>Program Activities</b>        | <p>The program has a downstream focus. It primarily targets residential consumers. It offers the following incentives:</p> <table border="0"> <tr> <td>CEE Tier 3a clothes washer</td> <td>\$50</td> </tr> <tr> <td>ENERGY STAR room air conditioner</td> <td>\$25 (5/1 – 8/31)</td> </tr> <tr> <td>ENERGY STAR refrigerator</td> <td>\$25</td> </tr> </table> <p>The program does not offer any formal upstream training. EVT's Retail Account Managers visit EVT's Retail Appliance Partners on a regular schedule to provide support, including training, however. EVT also supplies fact cards with information about efficient appliances for store staff to reference when interacting with prospective purchasers of ENERGY STAR appliances.</p> <p>The program is marketed through point-of-purchase materials, banners to hang in retail stores, ENERGY STAR tent cards and stickers to identify ENERGY STAR labeled products, and wobblers to identify those clothes washers that meet CEE Tier 3a.</p> <p><b>Budget Information:</b></p> <p>The current budget cycle is annual. EVT's appliance incentive budget for 2006 is approximately \$300,000.</p> | CEE Tier 3a clothes washer | \$50 | ENERGY STAR room air conditioner | \$25 (5/1 – 8/31) | ENERGY STAR refrigerator | \$25 |
| CEE Tier 3a clothes washer       | \$50   |                            |      |                                  |                   |                          |      |
| ENERGY STAR room air conditioner | \$25 (5/1 – 8/31)  |                            |      |                                  |                   |                          |      |
| ENERGY STAR refrigerator         | \$25   |                            |      |                                  |                   |                          |      |
| <b>Contact</b>                   | Michael Russom, Retail Efficient Products Market Manager<br><a href="mailto:mrussom@veic.org">mrussom@veic.org</a>   |                            |      |                                  |                   |                          |      |
| <b>Web Site</b>                  | <a href="http://www.encyvermont.com">www.encyvermont.com</a>   |                            |      |                                  |                   |                          |      |

|                             |   |
|-----------------------------|---|
| <b>ORGANIZATION</b>         | <b>Energy Trust of Oregon</b>   |
| <b>Name</b>                 | <b>Savings with a Spin</b>  |
| <b>Territory</b>            | Oregon – Electric customers of PacifiCorp and Pacific Gas and Electric, and gas customers of Northwest Natural and Cascade Natural Gas.   |
| <b>Coordination</b>         | The program is coordinated through the <b>Northwest Energy Efficiency Alliance's</b> regional efforts.  |
| <b>Goals and Objectives</b> | The program aims to achieve increased market penetration of high-efficiency washing machines. Its savings goals are 9,094,876 kWh in electric savings and 211,805 therms in gas savings.  |
| <b>ENERGY STAR</b>          | Yes   |
| <b>CEE Specifications</b>   | Yes – CEE residential clothes washer specification (Tier 3a). The program does not require the Water Factor (WF) stipulated by CEE, however.  |
| <b>Program Activities</b>   | The program has a downstream focus. It offers a \$75 consumer rebate for clothes washers with Modified Energy Factors (MEF) of 1.8 or higher. The program markets the incentive with point-of-purchase materials, through the Energy Trust website, and in utility bill stuffers.<br><br><b>Budget Information:</b><br>The incentive budget for this effort in 2006 is \$1,917,209. |
| <b>Contact</b>              | Kendall Youngblood, Residential Sector Manager<br>(503) 445 – 7622<br><a href="mailto:Kendall.Youngblood@energytrust.org">Kendall.Youngblood@energytrust.org</a>  |
| <b>Web Site</b>             | <a href="http://www.energytrust.org/residential/ehp/participate.html">www.energytrust.org/residential/ehp/participate.html</a>  |

|                             |   |                            |  |                 |      |                 |      |                    |      |
|-----------------------------|---|----------------------------|--|-----------------|------|-----------------|------|--------------------|------|
| <b>ORGANIZATION</b>         | <b>Long Island Power Authority</b>  |                            |  |                 |      |                 |      |                    |      |
| <b>Name</b>                 | <b>ENERGY STAR Appliance Program</b>  |                            |  |                 |      |                 |      |                    |      |
| <b>Territory</b>            | Long Island, NY   |                            |  |                 |      |                 |      |                    |      |
| <b>Coordination</b>         | The program is coordinated locally by the <b>New York State Energy Research &amp; Development Authority</b> (NYSERDA) through the Stay Cool campaign. It is coordinated regionally by Northeast Energy Efficiency Partnerships (NEEP). See the <b>Northeast ENERGY STAR Appliance Initiative</b> summary for further information.   |                            |  |                 |      |                 |      |                    |      |
| <b>Goals and Objectives</b> | The goals of the program are to increase consumer awareness of and demand for ENERGY STAR-qualified products, and to increase the market share of ENERGY STAR-qualified clothes washers, refrigerators, room air conditioners, and dishwashers on Long Island. There are no specific kWh, KW, water or other savings targets for the program.   |                            |  |                 |      |                 |      |                    |      |
| <b>ENERGY STAR</b>          | Yes   |                            |  |                 |      |                 |      |                    |      |
| <b>CEE Specifications</b>   | No  |                            |  |                 |      |                 |      |                    |      |
| <b>Program Activities</b>   | <p>The program has an upstream focus. It targets builders and contractors, as well as residential consumers. It offers the following residential rebates based on Modified Energy Factor (MEF):</p> <table style="margin-left: 40px;"> <tr> <td colspan="2">ENERGY STAR clothes washer</td> </tr> <tr> <td style="padding-left: 20px;">1.42 - 1.79 MEF</td> <td style="text-align: right;">\$15</td> </tr> <tr> <td style="padding-left: 20px;">1.80 - 1.99 MEF</td> <td style="text-align: right;">\$35</td> </tr> <tr> <td style="padding-left: 20px;">2.0 MEF and higher</td> <td style="text-align: right;">\$50</td> </tr> </table> <p>It offers a Bulk Purchase Rebate of \$50 to builders and contractors that install ENERGY STAR-qualified clothes washers that have MEFs of 2.0 and higher in residential applications.</p> <p>The program provides training on ENERGY STAR-qualified appliances to retailers. The training sessions are conducted both during ENERGY STAR field representative store visits and during formal training sessions conducted in partnership with retailers and/or manufacturers.</p> <p>The program is marketed through utility bill inserts, the program web site, and cooperative advertising in partnership with retailers.</p> <p><b>Budget Information:</b></p> <p>The program currently has an annual budget cycle. The budget for 3/1/05 – 3/31/07 is \$850,000.</p> | ENERGY STAR clothes washer |  | 1.42 - 1.79 MEF | \$15 | 1.80 - 1.99 MEF | \$35 | 2.0 MEF and higher | \$50 |
| ENERGY STAR clothes washer  |   |                            |  |                 |      |                 |      |                    |      |
| 1.42 - 1.79 MEF             | \$15  |                            |  |                 |      |                 |      |                    |      |
| 1.80 - 1.99 MEF             | \$35  |                            |  |                 |      |                 |      |                    |      |
| 2.0 MEF and higher          | \$50  |                            |  |                 |      |                 |      |                    |      |
| <b>Contact</b>              | <p>Stacey Wagner, Program Manager<br/>           (631) 436 – 5765<br/> <a href="mailto:swagner@service.lipower.org">swagner@service.lipower.org</a></p>   |                            |  |                 |      |                 |      |                    |      |
| <b>Web Site</b>             | <a href="http://www.lipower.org/cei">www.lipower.org/cei</a>  |                            |  |                 |      |                 |      |                    |      |

|                                  |  |                                |      |                              |      |                                  |      |
|----------------------------------|--|--------------------------------|------|------------------------------|------|----------------------------------|------|
| <b>ORGANIZATION</b>              | <b>Los Angeles Department of Water and Power</b>   |                                |      |                              |      |                                  |      |
| <b>Name</b>                      | <b>Consumer Rebate Program (CRP)</b>   |                                |      |                              |      |                                  |      |
| <b>Territory</b>                 | City of Los Angeles  |                                |      |                              |      |                                  |      |
| <b>Coordination</b>              | LADWP coordinates the program with area retailers.   |                                |      |                              |      |                                  |      |
| <b>Goals and Objectives</b>      | The program's objectives are to familiarize consumers with ENERGY STAR-rated appliances and to assist them in making energy-efficient purchases via cash rebates. Products covered include ENERGY STAR refrigerators (rebates for new products and incentives to recycle old products), central air conditioners and room air conditioners. The 2006 program's savings goal is 1.8 MW and 7 million kWh annually.  |                                |      |                              |      |                                  |      |
| <b>ENERGY STAR</b>               | Yes  |                                |      |                              |      |                                  |      |
| <b>CEE Specifications</b>        | No   |                                |      |                              |      |                                  |      |
| <b>Program Activities</b>        | <p>The program has a downstream focus. It targets residential consumers and retailers, and has been recently expanded to provide rebates to owners of multifamily dwelling complexes. It offers the following cash incentives for appliances:</p> <table border="0"> <tr> <td>ENERGY STAR refrigerator (new)</td> <td>\$65</td> </tr> <tr> <td>Refrigerator recycling (old)</td> <td>\$35</td> </tr> <tr> <td>ENERGY STAR room air conditioner</td> <td>\$50</td> </tr> </table> <p>The program does not provide any upstream training. Marketing activities include promotion at community events, literature at LADWP business offices, material on the LADWP web page, and mass media (radio and print) advertising.</p> <p><b>Budget Information:</b></p> <p>The program's budget cycle is annual. The budget for the 2006-2007 fiscal year (7/1/06-6/30/07) is \$2,500,000.</p> | ENERGY STAR refrigerator (new) | \$65 | Refrigerator recycling (old) | \$35 | ENERGY STAR room air conditioner | \$50 |
| ENERGY STAR refrigerator (new)   | \$65   |                                |      |                              |      |                                  |      |
| Refrigerator recycling (old)     | \$35   |                                |      |                              |      |                                  |      |
| ENERGY STAR room air conditioner | \$50   |                                |      |                              |      |                                  |      |
| <b>Contact</b>                   | Ed Petok<br>(213) 367- 4939<br><a href="mailto:ed.petok@ladwp.com">ed.petok@ladwp.com</a>  |                                |      |                              |      |                                  |      |
| <b>Web Site</b>                  | <a href="http://www.ladwp.com/crp">www.ladwp.com/crp</a>   |                                |      |                              |      |                                  |      |

|                             |   |
|-----------------------------|---|
| <b>ORGANIZATION</b>         | <b>National Grid (MA)</b>   |
| <b>Name</b>                 | <b>Northeast ENERGY STAR Appliance Initiative</b>   |
| <b>Territory</b>            | Massachusetts, including approximately 1,037,000 residential households   |
| <b>Coordination</b>         | Specific initiatives and activities are coordinated state-wide and regionally with other utilities and energy efficiency providers.   |
| <b>Goals and Objectives</b> | The program's goal is measurable market transformation leading to an increase in the use of highly energy-efficient appliances. This is done through the promotion and sale of ENERGY STAR-qualified appliances (including clothes washers, dishwashers, refrigerators, freezers, and room air conditioners) to the consumer.   |
| <b>ENERGY STAR</b>          | Yes   |
| <b>CEE Specifications</b>   | Yes – CEE residential clothes washer specification  |
| <b>Program Activities</b>   | <p>The program has a downstream focus and uses mail-in rebates (for clothes washers) targeted to residential customers. National Grid also participates in the regional and national ENERGY STAR Partner Meetings with manufacturers and retailers to advance mutual efforts. The program provides field support to retailers, including distribution of point-of-purchase advertising, product labeling and training. It also provides a regional hotline for consumers and retailers, as well as cooperative advertising to retail partners. The program's ongoing marketing and outreach strategies, which are tied to the national ENERGY STAR campaigns, include: point-of-purchase materials, bill inserts, radio, corporate and community events, school outreach, etc.</p> <p>The program currently offers a \$100 mail-in rebate on the purchase of an ENERGY STAR clothes washer with a Modified Energy Factor (MEF) of 1.8 or higher.</p> <p><b>Budget Information:</b></p> <p>The program has an annual budget cycle. The budget for 2006 is \$1 million.</p> |
| <b>Contact</b>              | <p>Michele Guerin, Lockheed Martin, Field Implementation Contractor<br/>           (508) 460 – 0676<br/> <a href="mailto:michele.d.guerin@lmco.com">michele.d.guerin@lmco.com</a></p>   |
| <b>Web Site</b>             | <a href="http://www.myenergystar.com">www.myenergystar.com</a>  |

|                             |  |
|-----------------------------|--|
| <b>ORGANIZATION</b>         | <b>New York State Energy Research &amp; Development Authority</b>  |
| <b>Name</b>                 | <b>New York Energy \$mart<sup>SM</sup> Products Program</b>  |
| <b>Territory</b>            | New York – National Grid, Con Edison, Orange & Rockland, Rochester Gas & Electric, New York State Gas & Electric, and Central Hudson Gas & Electric service territories  |
| <b>Coordination</b>         | The Program coordinates with over 360 retail partners that sell ENERGY STAR-qualified appliances, lighting, and other energy efficient products. A team of 7 field representatives visit these stores monthly to provide program information, training, point-of-purchase materials, and other assistance as needed.   |
| <b>Goals and Objectives</b> | <p>The program’s goals include the following:</p> <ul style="list-style-type: none"> <li>▪ To increase public awareness of energy-efficient appliances, lighting, and consumer electronics.</li> <li>▪ To educate and train retail sales staff throughout New York state on ENERGY STAR and energy-efficient products and how to “upsell” these products.</li> <li>▪ To expand the offering of ENERGY STAR and energy-efficient products in the New York retail market through partnerships with manufacturers worldwide.</li> <li>▪ To reduce kilowatt hours and peak load in New York state.</li> <li>▪ To increase the market share of ENERGY STAR and energy-efficient products.</li> </ul>  |
| <b>ENERGY STAR</b>          | Yes  |
| <b>CEE Specifications</b>   | No   |
| <b>Program Activities</b>   | <p>The program has both an upstream and downstream focus. It targets all appliance retailers in New York and appliance manufacturers worldwide. It offers cooperative advertising incentives to support the marketing of ENERGY STAR products through print, radio, TV, and other special promotions to both retail and manufacturing partners. The program also administers free sales staff training to all retail partners through trained field representatives. It provides point-of-purchase materials to all retail partners. Cooperative incentives can be used by retailers to advertise through TV, radio, print, and other mediums.</p> <p><b>Budget Information:</b></p> <p>Over \$4 million is set aside for program implementation and for the disbursement of incentives up to December 2007.</p> |
| <b>Contact</b>              | <p>Mark Michalski<br/>           (518) 862 – 1090 ext. 3237<br/> <a href="mailto:mm2@nyserda.org">mm2@nyserda.org</a></p>  |
| <b>Web Site</b>             | <a href="http://www.GetEnergySmart.org">www.GetEnergySmart.org</a>   |

|  |   |                  |                             |  |                           |
|--|---|------------------|-----------------------------|--|---------------------------|
| <b>ORGANIZATION</b>                                    | <b>Northeast ENERGY STAR Appliance Initiative</b>   |                  |                             |  |                           |
| <b>Name</b>  | <b>Northeast ENERGY STAR Appliance Initiative</b>   |                  |                             |  |                           |
| <b>Territory</b>                                       | The territory includes Connecticut, Massachusetts, Rhode Island, Vermont and Long Island, NY, with the exception of the service territory of municipal utilities within this region. The initiative serves approximately 5.1 million residential customers.   |                  |                             |  |                           |
| <b>Coordination</b>                                    | <p>The initiative represents joint and coordinated program activities of program administrators in:</p> <ul style="list-style-type: none"> <li>▪ <b>CT: United Illuminating Company and Connecticut Light and Power</b></li> <li>▪ <b>MA: Cape Light Compact*, National Grid, NSTAR Electric, Unitil, and Western Massachusetts Electric</b></li> <li>▪ <b>NY: Long Island Power Authority (LIPA)*</b></li> <li>▪ <b>RI: National Grid*</b></li> <li>▪ <b>VT: Efficiency Vermont*</b></li> </ul> <p>Regional activities are facilitated through Northeast Energy Efficiency Partnerships (NEEP).</p> <p>In addition to internal coordination among initiative members, appliance program activities are coordinated with members' ENERGY STAR lighting program efforts. Appliance Initiative members also coordinate with other NEEP regional Appliance Initiative Sponsors (New Hampshire utilities, NYSERDA, and the New Jersey Clean Energy Program) on regional and national activities such as strategic planning, national promotions, product quality, ENERGY STAR specification revisions, etc.</p> <p>* A separate appliance program summary is included for Cape Light Compact, LIPA, and Efficiency Vermont.</p> |                  |                             |  |                           |
| <b>Goals and Objectives</b>                            | The overarching initiative goal is to increase the stocking, promotion and sale of ENERGY STAR appliances. Specific goals and objectives vary by sponsor. Some sponsor goals are at the program level, while others, particularly energy savings goals are at the sector (residential) or organizational level.   |                  |                             |  |                           |
| <b>ENERGY STAR</b>                                     | Yes   |                  |                             |  |                           |
| <b>CEE Specifications</b>                              | Sometimes – The use of CEE specifications varies, depending on sponsor programs.  |                  |                             |  |                           |
| <b>Program Activities</b>                              | <p>The program has strong upstream and downstream components. Most initiative members focus primarily, if not exclusively, on residential customers, with a focus on retail channels. A number of sponsors have run appliance turn-in/recycling promotions (primarily room air conditioners and dehumidifiers) of limited duration.</p> <p>Incentives for joint promotions with industry are negotiated. The following in-store consumer rebates are offered by sponsors:</p> <p>ENERGY STAR clothes washer</p> <table border="0"> <tr> <td>CT (UI and CL&amp;P)</td> <td>\$20-40 (1/1/06 – 12/31/06)</td> </tr> <tr> <td>MA (Cape Light Compact, National Grid, NSTAR Electric)</td> <td>\$100 (1/1/05 – 11/30/06)</td> </tr> </table>   | CT (UI and CL&P) | \$20-40 (1/1/06 – 12/31/06) | MA (Cape Light Compact, National Grid, NSTAR Electric) | \$100 (1/1/05 – 11/30/06) |
| CT (UI and CL&P)                                       | \$20-40 (1/1/06 – 12/31/06)   |                  |                             |  |                           |
| MA (Cape Light Compact, National Grid, NSTAR Electric) | \$100 (1/1/05 – 11/30/06)   |                  |                             |  |                           |

|                        |  |
|------------------------|--|
|                        | <p>NY (Long Island) \$15-50 (2/1/06 – 12/31/06)</p> <p>RI \$25 (1/106 – 12/31/06)</p> <p>VT \$50 (1/1/06 – 12/31/06)</p> <p>ENERGY STAR refrigerator</p> <p>VT \$25 (6/1/06 – 9/30/06)</p> <p>ENERGY STAR room air conditioner</p> <p>RI \$20 (3/1/06 – 7/31/06)</p> <p>VT \$25 (5/1/06 – 8/31/06)</p> <p>Sponsors' field implementation contractors play an active and ongoing role in training sales staff at all retail appliance market channels. A common marketing contractor develops and helps deploy regional marketing materials and campaigns that have a consistent "look and feel." Sponsors use a combination of print, point-of-purchase, radio, and other media to reach consumers. Individual sponsors supplement these coordinated marketing efforts to meet specific needs.</p> <p><b>Budget Information:</b></p> <p>The Initiative has an annual budget cycle. Some members develop their budgets as part of a multi-year planning cycle, however.</p> |
| <p><b>Contacts</b></p> | <p>Mark Jackson, Lockheed Martin (MA and VT)<br/>(508) 460 – 1327<br/><a href="mailto:mjackson@aspensys.com">mjackson@aspensys.com</a></p> <p>Lisa Bodin, APT (CT – CL&amp;P)<br/>(413) 787 – 1939<br/><a href="mailto:lisap@appliedproactive.com">lisap@appliedproactive.com</a></p> <p>Tani Ensign Rivera, APT (NY – LIPA and RI)<br/>(413) 787 – 1939<br/><a href="mailto:tanie@appliedproactive.com">tanie@appliedproactive.com</a></p> <p>Sean Keeney, Marketing Program Administrator (UI):<br/>(203) 499 – 3868<br/><a href="mailto:Sean.Keeney@uinet.com">Sean.Keeney@uinet.com</a></p>  |
| <p><b>Web Site</b></p> | <p><a href="http://www.myenergystar.com">www.myenergystar.com</a></p>  |

|                             |   |
|-----------------------------|---|
| <b>ORGANIZATION</b>         | <b>Northwest Energy Efficiency Alliance</b>   |
| <b>Name</b>                 | <b>ENERGY STAR Consumer Products Program</b>  |
| <b>Territory</b>            | Oregon, Washington, Idaho, and Montana  |
| <b>Coordination</b>         | The program is regionally coordinated with utilities across the Northwest states.   |
| <b>Goals and Objectives</b> | <p>The program's goals and objectives include the following:</p> <ul style="list-style-type: none"> <li>▪ Maintain the Northwest annual market penetration for ENERGY STAR clothes washers at least 10% above national average market penetration.</li> <li>▪ Achieve an annual market penetration for 1.8 MEF clothes washers of at least 50% by 2007.</li> <li>▪ Facilitate adoption of higher MEF levels within the ENERGY STAR clothes washer criteria by 2007.</li> </ul>  |
| <b>ENERGY STAR</b>          | Yes   |
| <b>CEE Specifications</b>   | Yes – CEE residential clothes washer specification (Tier 3a)  |
| <b>Program Activities</b>   | <p>The program includes mid-stream support, primarily at retail. This support includes retailer sales training, merchandising, in-store promotional support, and cooperative marketing coordination to 600 appliance dealers throughout the Northwest. Promotional activity is focused on the “ultra-high efficiency” levels of clothes washers, and includes:</p> <ul style="list-style-type: none"> <li>▪ Best of the Best Cling: The program designed a product cling intended for placement on units that have an MEF of 1.5 and above. Field representatives place these clings on floor models that qualify and conduct sales associate training.</li> <li>▪ Smart Savings Guide: The program developed an online/print coupon book with manufacturer discounts and rebates on ENERGY STAR consumer products (mostly appliances), for use by customers in conjunction with utility rebates (available at <a href="http://www.northwestenergystar.com/index.php?CID=483">www.northwestenergystar.com/index.php?CID=483</a>)</li> </ul> <p><b>Budget Information:</b><br/>The program's budget cycle is annual. The budget for 2006 is approximately \$500,000.</p> |
| <b>Contact</b>              | <p>Marci Sanders, Sr. Manager, Residential Sector<br/>(503) 827 – 8416 x 245<br/><a href="mailto:msanders@nwalliance.org">msanders@nwalliance.org</a></p>   |
| <b>Web Site</b>             | <a href="http://www.northwestenergystar.com">www.northwestenergystar.com</a>  |

|                             |   |                   |      |             |      |
|-----------------------------|---|-------------------|------|-------------|------|
| <b>ORGANIZATION</b>         | <b>Pacific Gas and Electric Company</b>   |                   |      |             |      |
| <b>Name</b>                 | <b>Mass Market Rebate Program</b>   |                   |      |             |      |
| <b>Territory</b>            | Northern California   |                   |      |             |      |
| <b>Coordination</b>         | The program is coordinated with all California utilities statewide.   |                   |      |             |      |
| <b>Goals and Objectives</b> | The program aims to increase the market penetration of high efficiency clothes washers in the residential and small business market. Savings targets are part of the entire mass market rebate program portfolio, which includes various other products in addition to appliances. Savings goals for the 2006 – 2008 program are 334 MW; 1,728 GWh; 16MM Therms   |                   |      |             |      |
| <b>ENERGY STAR</b>          | Yes   |                   |      |             |      |
| <b>CEE Specifications</b>   | Yes – CEE residential clothes washer specification (Tiers 2, 3A, and 3B)  |                   |      |             |      |
| <b>Program Activities</b>   | <p>The appliances part of the residential mass market program has a downstream focus. It targets small business, residential single family, and residential multifamily customers. It offers the following rebates for clothes washers to residential consumers:</p> <table border="0"> <tr> <td>CEE Tier 2 and 3A</td> <td>\$35</td> </tr> <tr> <td>CEE Tier 3B</td> <td>\$75</td> </tr> </table> <p>The program is marketed using point-of-purchase materials with water utilities (materials currently in development) and bill stuffers. Some company television advertisements include energy efficiency program information, including clothes washer rebate details. Direct mailings are done to midstream retailers.</p> <p><b>Budget Information:</b><br/>The program currently has a three-year budget cycle. The 2006-2008 entire Mass Market Rebate Program budget (including appliances) is \$205 million.</p> | CEE Tier 2 and 3A | \$35 | CEE Tier 3B | \$75 |
| CEE Tier 2 and 3A           | \$35  |                   |      |             |      |
| CEE Tier 3B                 | \$75  |                   |      |             |      |
| <b>Contact</b>              | Dave Manoguerra<br><a href="mailto:DPMa@pge.com">DPMa@pge.com</a>   |                   |      |             |      |
| <b>Web Site</b>             | <a href="http://www.pge.com/res/rebates">www.pge.com/res/rebates</a>  |                   |      |             |      |

|                             |   |                            |      |                          |      |
|-----------------------------|---|----------------------------|------|--------------------------|------|
| <b>ORGANIZATION</b>         | <b>PacifiCorp</b>   |                            |      |                          |      |
| <b>Name</b>                 | <b>Home Energy Savings program</b>  |                            |      |                          |      |
| <b>Territory</b>            | Idaho – Rocky Mountain Power’s service territory (RMP is wholly-owned subsidiary of PacifiCorp)   |                            |      |                          |      |
| <b>Coordination</b>         | Not at this time  |                            |      |                          |      |
| <b>Goals and Objectives</b> | Provide a broad platform for delivery of energy efficiency incentives. Offer energy efficiency participation opportunities for virtually all residential customers with a new or existing home, multi-family unit or manufactured home. Develop a menu of more than 15 measures and services, over the life of the program, that address energy savings opportunities.<br><br>The 3 ½ year savings target is 4.3 million kWh.   |                            |      |                          |      |
| <b>ENERGY STAR</b>          | Yes   |                            |      |                          |      |
| <b>CEE Specifications</b>   | No  |                            |      |                          |      |
| <b>Program Activities</b>   | The program focuses on both upstream and downstream channels. It targets residential consumers, as well as contractors and retailers. It currently offers the following incentives:<br><br><table border="0" style="margin-left: 40px;"> <tr> <td>ENERGY STAR clothes washer</td> <td style="text-align: right;">\$75</td> </tr> <tr> <td>ENERGY STAR refrigerator</td> <td style="text-align: right;">\$20</td> </tr> </table> <p>The program is marketed to customers through point-of-purchase materials, the program web site, utility channels, and general advertising as appropriate. It provides contractors and retailers field support, promotional support, and cooperative advertising.</p> <p><b>Budget Information:</b><br/>The program has a 3 ½ year budget cycle. The budget for calendar years 2006 through 2009 is estimated at \$1.7 million.</p> | ENERGY STAR clothes washer | \$75 | ENERGY STAR refrigerator | \$20 |
| ENERGY STAR clothes washer  | \$75  |                            |      |                          |      |
| ENERGY STAR refrigerator    | \$20  |                            |      |                          |      |
|                             | Jim Gilroy, Residential Program Manager, DSM<br>(503) 813 – 5153<br><a href="mailto:james.gilroy@pacificorp.com">james.gilroy@pacificorp.com</a>  |                            |      |                          |      |
| <b>Web Site</b>             | <a href="http://rockymtnpower.net/hes">http://rockymtnpower.net/hes</a>   |                            |      |                          |      |

|                             |  |
|-----------------------------|--|
| <b>ORGANIZATION</b>         | <b>Puget Sound Energy</b>  |
| <b>Name</b>                 | <b>ENERGY STAR Appliance Rebate Program</b>  |
| <b>Territory</b>            | Western Washington and a portion of eastern Washington. This includes 1 million residential electric customers within western Washington.  |
| <b>Coordination</b>         | The program is cross-marketed within its service area with other bordering electric utility clothes washer rebate programs, as well as local water district clothes washer rebate programs. PSE runs its program independently, however.   |
| <b>Goals and Objectives</b> | The program aims to increase the market penetration of high efficiency clothes washers with an MEF of 1.8 or higher, and to educate consumers on the benefits of ENERGY STAR appliances.<br>The 2006 clothes washer program goal is 2128 MWh of savings. Actual savings may reach as high as 3100 MWh.   |
| <b>ENERGY STAR</b>          | Yes  |
| <b>CEE Specifications</b>   | No   |
| <b>Program Activities</b>   | The program targets residential electric consumers. It currently offers a \$50 rebate for ENERGY STAR clothes washers with 1.8 MEF or higher. The more than 167 retailers within PSE's service area are provided with point-of-purchase signage, product stickers, displays and \$50 rebate coupons. Field representatives visit retailers monthly to assist with program implementation and ensure customer satisfaction. The program is marketed through bill inserts, Energy Wise News articles, web site links, radio ads, newsprint ads and special promotions run throughout the year. PSE also ran a successful joint promotion with Cascade Water Alliance (8 water utilities) using a bill insert in Spring 2006<br><b>Budget Information:</b><br>The program's budget cycle is annual. The 2006 program budget is approximately \$1.2 million. |
| <b>Contact</b>              | Nora Williams, Program Manager<br>(425) 456 – 2462<br><a href="mailto:Nora.Williams@pse.com">Nora.Williams@pse.com</a>   |
| <b>Web Site</b>             | <a href="http://www.PSE.com">www.PSE.com</a>   |

|                                  |   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
|----------------------------------|---|--------------------------|------|------------------------|------|----------------------------------|------|-----------------------|------|-----------------------|------|----------------------------------|------|----------------------------|-------|
| <b>ORGANIZATION</b>              | <b>Sacramento Municipal Utility District</b>  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Name</b>                      | <b>Appliance Efficiency Program</b>   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Territory</b>                 | Sacramento County (approx.), CA   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Coordination</b>              | The program is coordinated with other California utilities.   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Goals and Objectives</b>      | The purpose of this program is to increase the market penetration of high-efficiency household appliances in Sacramento. The program encourages increased, long-term demand for, as well as manufacture, availability, and sales of, these products. Program goals are ~7.12 million kWh annual energy savings and ~1,400 kW summer peak-load reduction.  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>ENERGY STAR</b>               | Yes   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>CEE Specifications</b>        | Yes – CEE residential dishwasher and clothes washer specifications  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Program Activities</b>        | <p>The program primarily has a downstream focus. It targets consumers with rebates and marketing promoting ENERGY STAR appliances. More specifically, homeowners with electric water heating are targeted for clothes washer and dishwasher incentives; homeowners with room air conditioners and managers of properties with room air conditioners are targeted for ENERGY STAR room air conditioner incentives; and, all customers are targeted for ENERGY STAR refrigerator and refrigerator recycling incentives. The program offers the following rebates:</p> <table style="margin-left: 40px;"> <tr> <td>ENERGY STAR refrigerator</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>Refrigerator recycling</td> <td style="text-align: right;">\$35</td> </tr> <tr> <td>ENERGY STAR room air conditioner</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>CEE Tier 1 dishwasher</td> <td style="text-align: right;">\$30</td> </tr> <tr> <td>CEE Tier 2 dishwasher</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>CEE Tier 2 and 3A clothes washer</td> <td style="text-align: right;">\$75</td> </tr> <tr> <td>CEE Tier 3B clothes washer</td> <td style="text-align: right;">\$125</td> </tr> </table> <p>The program also has a mid-stream component involving retailer training. Its marketing strategies include SMUD bill-package inserts, bangtails, newsletter articles, envelope messaging, point-of-purchase materials, print ads, SMUD website, and home shows.</p> <p><b>Budget Information:</b></p> <p>The program has an annual budget cycle. The 2006 budget for the program was \$793,000, including \$329,000 for rebates. The 2006 budget for refrigerator/freezer recycling was \$1,536,000. The proposed budget for 2007 will be approximately unchanged.</p> | ENERGY STAR refrigerator | \$50 | Refrigerator recycling | \$35 | ENERGY STAR room air conditioner | \$50 | CEE Tier 1 dishwasher | \$30 | CEE Tier 2 dishwasher | \$50 | CEE Tier 2 and 3A clothes washer | \$75 | CEE Tier 3B clothes washer | \$125 |
| ENERGY STAR refrigerator         | \$50  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| Refrigerator recycling           | \$35  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| ENERGY STAR room air conditioner | \$50  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| CEE Tier 1 dishwasher            | \$30  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| CEE Tier 2 dishwasher            | \$50  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| CEE Tier 2 and 3A clothes washer | \$75  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| CEE Tier 3B clothes washer       | \$125   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Contacts</b>                  | <p>Mike Zannakis, Program Mgr.<br/>(916) 732 – 6994<br/><a href="mailto:mzannaki@smud.org">mzannaki@smud.org</a></p> <p>Janis Erickson, Program Planner<br/>(916) 732 – 5438<br/><a href="mailto:jerickso@smud.org">jerickso@smud.org</a></p>   |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |
| <b>Web Site</b>                  | <a href="http://www.smud.org/residential/saving/rebate.html">www.smud.org/residential/saving/rebate.html</a>  |                          |      |                        |      |                                  |      |                       |      |                       |      |                                  |      |                            |       |

|                             |   |                       |      |                       |      |                             |      |                          |      |
|-----------------------------|---|-----------------------|------|-----------------------|------|-----------------------------|------|--------------------------|------|
| <b>ORGANIZATION</b>         | <b>San Diego Gas &amp; Electric</b>   |                       |      |                       |      |                             |      |                          |      |
| <b>Name</b>                 | <b>Residential Incentive Program</b>  |                       |      |                       |      |                             |      |                          |      |
| <b>Territory</b>            | San Diego County and South of Orange County, CA   |                       |      |                       |      |                             |      |                          |      |
| <b>Coordination</b>         | The program is coordinated statewide with the other investor-owned utilities in California.   |                       |      |                       |      |                             |      |                          |      |
| <b>Goals and Objectives</b> | Over a period of three years (2006 – 2008) the program objective is to save 34,301,907 kWh, 32,423 KW, and 319,061 therms.  |                       |      |                       |      |                             |      |                          |      |
| <b>ENERGY STAR</b>          | Yes   |                       |      |                       |      |                             |      |                          |      |
| <b>CEE Specifications</b>   | Yes – CEE dishwasher specification (Tiers 1 and 2)  |                       |      |                       |      |                             |      |                          |      |
| <b>Program Activities</b>   | <p>Incentives are provided downstream only, but the program involves the manufacturers, contractors, and retailers by providing information for awareness and support. Several appliance retailers offer the utility’s rebate as a point-of-sale instant discount. The program targets single-family homes, mobile homes, condominiums, and attached homes (up to 4 units). Rebates are offered for the purchase and installation of energy-efficient appliances, pool pump and motors, and improvement measures in existing homes. The following are the appliance rebates available in 2006. In 2007, the criteria will change for dishwashers to mirror ENERGY STAR’s new criteria.</p> <table style="margin-left: 40px;"> <tr> <td>CEE Tier 1 dishwasher</td> <td style="text-align: right;">\$30</td> </tr> <tr> <td>CEE Tier 2 dishwasher</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>ENERGY STAR air conditioner</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>ENERGY STAR refrigerator</td> <td style="text-align: right;">\$50</td> </tr> </table> <p>Informal training is available to appliance retailers and home improvement stores on the rebate qualification criteria, mainly through presentations at staff meetings, or personal visits at the stores and informal discussions with sales associates.</p> <p>Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> <li>• SDG&amp;E and Flex Your Power web sites</li> <li>• Bill inserts and stories in monthly customer newsletter</li> <li>• Point-of-purchase signs</li> <li>• Paid advertisements via radio, print and television</li> <li>• Media advisories and community outreach through events and community based organizations</li> </ul> <p><b>Budget Information:</b></p> <p>The program’s current budget cycle is three years, 2006 through 2008. The incentive budget averages \$1.35 million per year. The marketing budget averages \$350,000 per year.</p> | CEE Tier 1 dishwasher | \$30 | CEE Tier 2 dishwasher | \$50 | ENERGY STAR air conditioner | \$50 | ENERGY STAR refrigerator | \$50 |
| CEE Tier 1 dishwasher       | \$30  |                       |      |                       |      |                             |      |                          |      |
| CEE Tier 2 dishwasher       | \$50  |                       |      |                       |      |                             |      |                          |      |
| ENERGY STAR air conditioner | \$50  |                       |      |                       |      |                             |      |                          |      |
| ENERGY STAR refrigerator    | \$50  |                       |      |                       |      |                             |      |                          |      |
| <b>Contact</b>              | Aida Velazquez, Program Manager (858) 654 – 6401<br><a href="mailto:AVelazquez@SempraUtilities.com">AVelazquez@SempraUtilities.com</a>  |                       |      |                       |      |                             |      |                          |      |
| <b>Web Sites</b>            | <a href="http://www.sdge.com/homerebates">www.sdge.com/homerebates</a><br><a href="http://www.sdge.com/residential/single_family_rebates.shtml">www.sdge.com/residential/single_family_rebates.shtml</a>  |                       |      |                       |      |                             |      |                          |      |

|                             |  |            |      |             |      |             |       |
|-----------------------------|--|------------|------|-------------|------|-------------|-------|
| <b>ORGANIZATION</b>         | <b>Seattle City Light / Seattle Public Utilities</b>   |            |      |             |      |             |       |
| <b>Name</b>                 | <b>WashWise</b>  |            |      |             |      |             |       |
| <b>Territory</b>            | City of Seattle, WA, and all or parts of several neighboring suburban communities within the utility's service territory.  |            |      |             |      |             |       |
| <b>Coordination</b>         | Seattle City Light (SCL) operates this program in conjunction with Seattle Public Utilities (SPU), the municipally-owned water provider. SPU offers the program throughout its direct service and purveyor districts.  |            |      |             |      |             |       |
| <b>Goals and Objectives</b> | WashWise is a demand-side management (DSM) program that seeks to save kWh and water. SCL's savings goal for the 2006 WashWise program is 1.55 million kWh.   |            |      |             |      |             |       |
| <b>ENERGY STAR</b>          | Yes  |            |      |             |      |             |       |
| <b>CEE Specifications</b>   | Yes—CEE residential clothes washer specification (Tiers 2, 3A, and 3B)   |            |      |             |      |             |       |
| <b>Program Activities</b>   | <p>The program has a downstream focus. It targets all purchasers and retailers of residential clothes washers. It offers the following consumer rebates for clothes washers:</p> <table border="0"> <tr> <td>CEE Tier 2</td> <td>\$25</td> </tr> <tr> <td>CEE Tier 3A</td> <td>\$50</td> </tr> <tr> <td>CEE Tier 3B</td> <td>\$100</td> </tr> </table> <p>Currently, the program focuses on keeping retailers updated on program changes, though it has offered retailers other types of training in the past. Program marketing is mainly done through point-of-purchase materials, magnetic stickers on clothes washers in stores, some radio ads, and promotions in utility newsletters.</p> <p><b>Budget Information:</b><br/>SCL's rebate budget for 2006 is \$225,000. SCL cost-shares the rebates with SPU. Total rebate budget is approx. \$450,000.</p> | CEE Tier 2 | \$25 | CEE Tier 3A | \$50 | CEE Tier 3B | \$100 |
| CEE Tier 2                  | \$25   |            |      |             |      |             |       |
| CEE Tier 3A                 | \$50   |            |      |             |      |             |       |
| CEE Tier 3B                 | \$100  |            |      |             |      |             |       |
| <b>Contacts</b>             | <p>Billie Fisher, Seattle Public Utilities<br/>(206) 615 – 1282<br/><a href="mailto:billie.fisher@seattle.gov">billie.fisher@seattle.gov</a></p> <p>Connie Fevold, Seattle City Light<br/>206-684-3654<br/><a href="mailto:connie.fevold@seattle.gov">connie.fevold@seattle.gov</a></p>  |            |      |             |      |             |       |
| <b>Web Site</b>             | <a href="http://www.seattle.gov/light/conserves/resident/washwise">www.seattle.gov/light/conserves/resident/washwise</a>   |            |      |             |      |             |       |

|                             |  |                       |      |                           |      |
|-----------------------------|--|-----------------------|------|---------------------------|------|
| <b>ORGANIZATION</b>         | <b>Southern California Gas Company</b>   |                       |      |                           |      |
| <b>Name</b>                 | <b>Residential Incentive Program</b>   |                       |      |                           |      |
| <b>Territory</b>            | Los Angeles County, Orange County, Riverside County, San Bernardino County, Santa Barbara County, San Luis Obispo County, Kern County, Imperial County and Ventura County, CA  |                       |      |                           |      |
| <b>Coordination</b>         | The program is coordinated statewide with other investor-owned utilities in California.  |                       |      |                           |      |
| <b>Goals and Objectives</b> | The program's goal is to save 4,689,314 therms from 2006 – 2008.   |                       |      |                           |      |
| <b>ENERGY STAR</b>          | Yes  |                       |      |                           |      |
| <b>CEE Specifications</b>   | Yes – CEE residential dishwasher specification (Tier 1) and residential clothes washer specification (Tier 2)  |                       |      |                           |      |
| <b>Program Activities</b>   | <p>Incentives are provided downstream only, but the program involves the manufacturers, contractors, and retailers by providing information for awareness and support. Several appliance retailers offer the utility's rebate as a point-of-sale instant discount. The program targets single-family homes, mobile homes, condominiums, and attached homes (up to 4 units). Rebates are offered for the purchase and installation of energy-efficient appliances and improvement measures in existing homes. The following rebates for appliances are available:</p> <table style="margin-left: 40px;"> <tr> <td>CEE Tier 1 dishwasher</td> <td style="text-align: right;">\$30</td> </tr> <tr> <td>CEE Tier 2 clothes washer</td> <td style="text-align: right;">\$35</td> </tr> </table> <p>Informal training is available to appliance retailers and home improvement stores on the rebate qualification criteria, mainly through presentations at staff meetings, or personal visits at the stores and informal discussions with sales associates.</p> <p>Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> <li>• Southern California Gas and Flex Your Power web sites</li> <li>• Bill inserts and stories in monthly customer newsletter</li> <li>• Point-of-purchase signs</li> <li>• Paid advertisements via radio, print and television</li> <li>• Media advisories and community outreach through events and community based organizations</li> </ul> <p><b>Budget Information:</b></p> <p>The program's budget cycle is three years, 2006 through 2008. The incentive budget averages \$3.5 million per year. The marketing budget averages \$300,000 per year</p> | CEE Tier 1 dishwasher | \$30 | CEE Tier 2 clothes washer | \$35 |
| CEE Tier 1 dishwasher       | \$30   |                       |      |                           |      |
| CEE Tier 2 clothes washer   | \$35   |                       |      |                           |      |
| <b>Contact</b>              | Harvey Bringas, Program Manager<br>(213) 244-3175<br><a href="mailto:hbringas@semprautilities.com">hbringas@semprautilities.com</a>  |                       |      |                           |      |
| <b>Web Site</b>             | <a href="http://www.socalgas.com/residential/savemoney">www.socalgas.com/residential/savemoney</a>   |                       |      |                           |      |

|                             |   |
|-----------------------------|---|
| <b>ORGANIZATION</b>         | <b>Wisconsin Department of Administration</b>   |
| <b>Name</b>                 | <b>Wisconsin Focus on Energy</b>  |
| <b>Territory</b>            | Wisconsin – The program serves 2.2 million residential and commercial customers.  |
| <b>Coordination</b>         | The program is coordinated statewide. The appliance program is also coordinated with other Focus on Energy residential and commercial programs.   |
| <b>Goals and Objectives</b> | <p>The program’s objective is to provide support for retail channels for the sale and promotion of ENERGY STAR-qualified appliances through training, marketing materials, cooperative Cash-Back Rewards, and PR. Goals include:</p> <ul style="list-style-type: none"> <li>• Increasing market penetration of energy-efficient technologies</li> <li>• Increasing consumer awareness for ENERGY STAR products</li> <li>• Increasing electric system reliability</li> <li>• Improving markets for energy-efficient products</li> <li>• Reducing Wisconsin residential utility bills through the use of energy-efficient products.</li> </ul>  |
| <b>ENERGY STAR</b>          | Yes   |
| <b>CEE Specifications</b>   | No  |
| <b>Program Activities</b>   | <p>The program targets residential, multifamily, agricultural and small business customers. Focus on Energy has partnered with appliance retailers across the state. Six field representatives visit retailers to label ENERGY STAR-qualified products, train salespeople, and deliver information on available incentives. Focus on Energy offers Cash-Back Rewards on select ENERGY STAR-qualified clothes washers, refrigerators, and freezers with matching funding from manufacturers or retailers. Marketing efforts include point-of-purchase labeling at appliance retailers, press releases, bill stuffers, e-mail blasts, bi-monthly retailer newsletters, and banner ads. The program also offers cooperative advertising support to retailers promoting ENERGY STAR-qualified appliances.</p> <p><b>Budget Information:</b></p> <p>The program operates on an annual budget (Fiscal year, July 1- June 30).</p> |
| <b>Contact</b>              | <p>Sara Van de Grift, Wisconsin Energy Conservation Corporation<br/>           (608) 249 – 9322 x 160<br/> <a href="mailto:sarav@weccus.org">sarav@weccus.org</a></p>   |
| <b>Web Site</b>             | <a href="http://www.focusonenergy.com">www.focusonenergy.com</a>  |