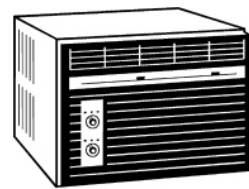


Consortium for Energy Efficiency

Summary of Residential Appliance Programs in the United States and Canada

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ORGANIZATION	Alliant Energy
Type	Utility
Service Territory	The utility serves 1,221,288 (849,845 electric and 371,443 gas) residential customers in Iowa, Minnesota & Wisconsin. However, the Lighting Rebates program is only effective in Iowa.
Program Name	Prescriptive Rebates (includes washers) (Iowa and Minnesota) Appliance Recycling (Iowa)
PROGRAM BACKGROUND	
Budget	The program's budget is part of an overall budget for the residential prescriptive rebate program.
Goals and Objectives	<p>Washer Rebates The program's goal is to increase the market penetration of energy-efficient clothes washers.</p> <p>Appliance Recycling The program's goal is to remove secondary refrigerators, freezers and air conditioner units from the marketplace.</p>
General Plans for 2009	The plans will remain largely unchanged for 2009.
Contact	Lisa Pucelik, Product Manager 319-786-4283, lisapucelik@alliantenergy.com
Web Site	www.alliantenergy.com
PROGRAM COMPONENTS	
Program Activities	<p>Washer Rebates 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: Vertical axis/ Horizontal axis clothes washer \$100 The program is primarily marketed through bill inserts, bill messages, direct mail and point-of-purchase materials.</p> <p>Appliance Recycling 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. The program does not incorporate upstream training.</p>
ENERGY STAR	<p>Washer Rebates The washer program rebates ENERGY STAR models.</p> <p>Appliance Recycling The appliance recycling program doesn't use ENERGY STAR.</p>
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	The program recycles refrigerators and freezers at least 10 cubic feet or larger in size (no commercial units) and room air conditioners. Customers schedule an appointment with a third party recycling vendor



	who picks up the appliance from the customers home, distributes a check and utility reference materials at pick-up and then recycles the units at their central facility.
Behavior Programs	Alliant encourages customers to wash full loads of laundry in cold water in marketing materials. Customers who purchase a refrigerator /freezer but do not recycle a unit are sent a postcard detailing the benefits of recycling rather than keeping a secondary unit. Alliant is not able to evaluate or claim savings for these measures.



ORGANIZATION	Austin Energy
Type	Utility
Service Territory	Austin Energy provides service within the City of Austin, Travis County, and a small portion of Williamson County.
Program Name	Power Saver™ Program WashWise Rebate Program
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	Not available.
General Plans for 2009	Not available.
Contact	Joe Guerrero Joe.Guerrero@austinenergy.com
Web Site	www.austinenergy.com
PROGRAM COMPONENTS	
Program Activities	The Power Saver Program provides a \$50 for window air conditioners. For units less than 19,999 BTUs, the air conditioner must have an EER of 10.7 or greater. For units equal to or greater than 20,000 BTUs, it must have an EER of 9.4 or above. The WashWise program offers a \$50 rebate for energy efficient clothes washers.
ENERGY STAR	The Power Saver Program provides rebates for ENERGY STAR room air conditioners. The WashWise program relies upon a list of clothes washers maintained by a 3 rd party, which is only a portion of ENERGY STAR models.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The WashWise program is coordinated with the water utility in the city of Austin. Austin Water provides a \$100 rebate, in combination with the \$50 rebate offered by Austin Energy.
Recycling	Appliance recycling is offered for refrigerators. Austin Energy offers a cash incentive of \$50 per unit for old 14-to-27 cubic feet refrigerator/freezer. They pick it up for free and dispose of it in an environmentally-sound way. The unit must be in working condition in order to receive the rebate.
Behavior Programs	None.



ORGANIZATION	Baltimore Gas & Electric
Type	Investor Owned Utility
Service Territory	BGE serves more than 1.2 million customers in Baltimore City and all or part of 10 Central Maryland counties.
Program Name	BGE Smart Energy Savers ProgramSM
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	<p>The program hopes to maximize number of ENERGY STAR qualifying appliances rebated in 2008. The program currently rebates washers, refrigerators and freezers.</p> <p>The program is evaluated by the number of sales, the reason for purchase, customer satisfaction and awareness, increasing retail sales partners, and supporting overall BGE brand.</p>
General Plans for 2009	In 2009, the program plans to continue to expand participating retail partners, support ENERGY STAR appliance campaigns. Pending Maryland PSC approval, expand program to include more ENERGY STAR qualifying appliances.
Contact	Chris Walls, Manager – Mass Market Conservation Programs 410-747-8401, Christopher.c.walls@bge.com
Web Site	www.bgesmartenergy.com/energyefficiency/
PROGRAM COMPONENTS	
Program Activities	The program focuses on both the customer and the retailer. It is targeted towards customers located within the BGE service territory as well as appliance retailers within the BGE territory. The program offers rebates of \$50-\$75 on clothes washers, refrigerators and freezers for qualified ENERGY STAR appliances. Training is provided to the retailer sales associates. The program uses in store materials, flyers, brochures, bill inserts, events, online, and radio as marketing and outreach materials.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program also uses CEE specifications: \$50 rebate for MEF up to and including 2.0; \$75 rebate for MEF above 2.0.
Coordination	The program is not coordinated with others.
Recycling	Not at this time.
Behavior Programs	<p>The goal is to provide customers with energy efficiency/energy management choices that help them save money and energy. BG&E also provides customers with information that will help change their energy use behaviors.</p> <p>Reporting from program implementation vendor shows appliances sold. Use ENERGY STAR savings calculators to determine energy savings. EM&V planned.</p>

ORGANIZATION	BC Hydro
Type	Utility
Service Territory	The utility serves 1.5 million residential customers across British Columbia.
Program Name	Appliance Rebate Program
PROGRAM BACKGROUND	
Budget	The program has an annual budget cycle. The current budget is \$4.18 million.
Goals and Objectives	The program encourages customers to purchase ENERGY STAR labeled appliances, specifically clothes washer, refrigerators and freezers. The goal of the program is to obtain energy savings of 6.9 GWh/yr. The program aims to increase market penetration by 15% to 25% of the current ENERGY STAR appliance market share.
General Plans for 2009	General plans will be to continue partnerships with appliance retailers and manufacturers, including co-op advertising, innovative promotions, etc.
Contact	Kari Reid 604-453-6530, kari.reid@bchydro.com
Web Site	www.bchydro.com/powersmart
PROGRAM COMPONENTS	
Program Activities	The program offers mail-in rebates on ENERGY STAR clothes washers (\$50), refrigerators (\$50) and freezers (\$25) for residential customers. It is promoted through point-of-purchase (POP) collateral, retail sales staff, bill inserts, website and mass media. This program offers primarily a downstream focus with rebates to customers. Secondly there is an upstream engagement of appliance retailers and manufacturers through retailer training, co-op advertising and point-of-purchase materials.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	BC Hydro offers refrigerator recycling through the Refrigerator Buy-Back program. Customers receive \$30 per refrigerator for a maximum of two refrigerators per household; refrigerators must be in working condition.
Behavior Programs	None.
Program Name	Refrigerator Buy-Back Program
PROGRAM BACKGROUND	
Budget	The program starts on Jan 2008 and runs until Feb 2010. Funding is \$9.2M
Goals and Objectives	The program encourages customers to turn in their second operating refrigerators. The goal of the program is to collect over 67000 refrigerators by Feb 2010 and realize incremental annual DSM electricity savings of 37.4 GWh/yr. As well program goal is to maintain or exceed a program satisfaction rate of 98% amongst participants.



General Plans for 2009	N/A
Contact	Oscar Ceron 604-453-9215, oscar.ceron@bchydro.com
Web Site	www.bchydro.com/powersmart
PROGRAM COMPONENTS	
Program Activities	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.
ENERGY STAR	The program doesn't rebate ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is coordinated with BC contractors providing the refrigerator pick-up, dismantling, and long-haul services.
Recycling	The Refrigerator Buy-Back program is an appliance recycling program. It is limited to fridges.
Behavior Programs	None.



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 Idaho, Oregon, Montana, Washington, and parts of Wyoming, Nevada, and California.
Program Name	Post-2006 Conservation Implementation
PROGRAM BACKGROUND	
Budget	The program has a three-year budget cycle. The budget is \$80 million per year. Of this, \$10 million goes to the Northwest Energy Efficiency Alliance . 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.
Goals and Objectives	BPA works with the Northwest Energy Efficiency Alliance to conduct analysis and evaluation of market penetration and market transformation of Energy Star appliances.
General Plans for 2009	BPA provides credit/reimbursements to BPA utilities in support of their appliance incentive programs. BPA offers credit/reimbursement for the following residential appliances: ENERGY STAR clothes washers, dishwashers, freezers and refrigerators, energy efficient electric water heaters, and refrigerator/freezer recycling.
Contact	Mark Johnson 503-230-7669, mejohanson@bpa.gov
Web Site	www.bpa.gov
PROGRAM COMPONENTS	
Program Activities	The program has both upstream (through training offered by the Northwest Energy Efficiency Alliance) 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 Northwest Energy Efficiency Alliance .
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is coordinated across states and regionally. In several instances, BPA depends on the efforts of the Northwest Energy Efficiency Alliance .
Recycling	Currently BPA offers credit/reimbursement for Refrigerator and Freezer Early Recycling programs for units down to 10 cubic feet in size.
Behavior Programs	None.



ORGANIZATION	Cape Light Compact
Type	Energy Efficiency Provider
Service Territory	158,000
Program Name	Appliance Program
PROGRAM BACKGROUND	
Budget	TBD
Goals and Objectives	TBD
General Plans for 2009	Evaluation of current appliances
Contact	Margaret Song, Residential and Marketing Coordinator 508-375-6843, msong@capelightcompact.org
Web Site	www.capelightcompact.org
PROGRAM COMPONENTS	
Program Activities	The program offers both upstream incentives and in-store coupons. It targets all residential customers. Instant Coupons and upstream incentives are available for ENERGY STAR qualified appliance products. Marketing and outreach strategies include program produced POP materials, customized POP from partner manufacturers and retailers, bill inserts.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't currently use CEE specifications, but they have been used in the past.
Coordination	Coordinated with participating Massachusetts electric utilities and Energy Efficiency Providers
Recycling	Dehumidifier and Room Air Conditioner Turn-in events at special events. Residential Customers may turn-in non-ENERGY STAR appliances for rebates towards the purchase of ENERGY STAR appliances
Behavior Programs	None.



ORGANIZATION	Commonwealth Edison
Type	Utility
Service Territory	ComEd provides service to approximately 3.8 million customers across Northern Illinois, or 70 percent of the state's population.
Program Name	Appliance Program
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	It is currently not part of ComEd's three year Energy Efficiency and Demand Response Plan.
General Plans for 2009	Pilot initiatives related to emerging technologies in the residential appliance and/or electronics could be evaluated.
Contact	Denise Munoz, Manager, Residential Programs 630-576-6823, Denise.Munoz@comed.com
Web Site	www.ComEd.com
PROGRAM COMPONENTS	
Program Activities	Not applicable.
ENERGY STAR	The program doesn't rebate ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is not coordinated with others.
Recycling	The program recycles older working, second refrigerators, and freezers. Window air conditioners are also allowed at the time of the scheduled refrigerator and/freezer. A \$25 incentive is offered for up to two units per household. Our third party implementer picks up the appliance and recycles it an environmentally responsible way.
Behavior Programs	No.



ORGANIZATION	Connecticut Light and Power
Type	Utility
Service Territory	The utility serves approximately 1.1 million customers in the state of Connecticut.
Program Name	Room Air Conditioner Turn In Program
PROGRAM BACKGROUND	
Budget	The budget is \$1.552 million in 2008.
Goals and Objectives	Connecticut Light and Power's goal is to achieve 4,655,333 kWh in savings and impact the sale of 10774 units. The savings goals are measured in kWh and kW. The objective of the Room Air Conditioner program is to encourage customers to remove old, inefficient window air conditioners and replace them with models that meet the federal ENERGY STAR standard.
General Plans for 2009	Connecticut Light and Power will not implement any Appliances Rebates through its Retail Products program in 2009, but will accept and evaluate new Negotiated Cooperative Promotions (NCPs) on a case-by-case basis. Alternatively, CL&P will continue providing appliances rebates to residential customers through its Home Energy Solution program.
Contact	Lisa Bodin, Applied Proactive Technologies, Inc. 877-366-3749, lisap@appliedproactive.com
Web Site	www.cl-p.com
PROGRAM COMPONENTS	
Program Activities	<p>The Company will target residential customers who have older, less efficient window air conditioner</p> <ul style="list-style-type: none"> • \$25 for an ENERGY STAR window air conditioner with a retail price of \$100 to \$200 • \$50 for an ENERGY STAR window air conditioner with a retail price greater then \$200 but less than \$300 • \$100 for an ENERGY STAR window air conditioner with a retail price of \$300 or greater <p>The marketing strategy for this program is implemented through print ads, flyers, Companies websites (Yankee gas, Connecticut Natural Gas, Southern Connecticut Gas, or www.CTEnergyInfo.com), and field personnel contacting plumbing supply warehouses, contractors, and vendors.</p>
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	The program recycles old and less efficient Room Air Conditioners that do not meet ENERGY STAR standards.



	In order to qualify for this rebate, a customer must present an old air conditioner to a retailer for proper environmentally-friendly disposal in accordance with state and/or local regulations.
Behavior Programs	The Company pursues the objective of continuing to build awareness, acceptance and market share of ENERGY STAR® lighting and appliances. Connecticut Light & Power utilizes a monitoring and tracking system software to collect critical sales data and calculates savings and summary reports.



ORGANIZATION	Efficiency Vermont
Type	An 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	There is no separate program name or branding for the appliance incentives other than the Efficiency Vermont brand. Internally these promotions are known as Retail Efficient Products Appliance Promotions.
PROGRAM BACKGROUND	
Budget	The budget cycle coincides with the calendar year. The total budget for appliance promotions is approximately \$500,000 in 2008.
Goals and Objectives	1,600 MWh in annual electrical savings. Efficiency Vermont participates in the Northeast ENERGY STAR Products Initiative Annual Appliance Inventory, and uses the results of this inventory to track its progress with efficient appliance promotions.
General Plans for 2009	Efficiency Vermont will be continuing the “Save More” with ENERGY STAR Appliance promotions in 2009. They will be examining the eligibility criteria for each appliance category and tier to assure that the criteria is sufficiently rigorous to result in real energy savings. Additionally, Efficiency Vermont will be adding a refrigerator retirement component to its appliance promotions in 2009.
Contact	Michael Russom, Retail Market Manager 802-860-4095 ext. 1099
Web Site	www.encyvermont.com
PROGRAM COMPONENTS	
Program Activities	<p>The program has a downstream focus, primarily targeting residential ratepayers, but it also targets small businesses (ratepayers) that have applications for these products.</p> <p>Efficiency Vermont offers Mail-in rebates for appliances.</p> <p>Current incentives are as follows:</p> <ul style="list-style-type: none"> • Clothes washers: \$50 mail-in rebate. Unit must meet or exceed CEE Tier 2 standards. Offered year-round. • Refrigerators: 1) \$25 mail-in rebate. Unit must meet or exceed E-star criteria. Offered year-round. 2) \$40 mail-in rebate. Unit must meet or exceed CEE Tier 2 standards. Offered year-round. • Freezers: \$25 mail-in rebate – unit must meet or exceed E-star criteria. Offered year-round. • Room Air conditioners: 1) \$25 mail-in rebate. Unit must meet or exceed E-star criteria. Offered May 1st through August 31st. 2) \$40 mail-in rebate. Unit must meet or exceed CEE Tier 1 standards. Offered May 1st through August 31st. • Dehumidifiers: \$25 mail-in rebate. Unit must meet or exceed E-star criteria. Offered May 1st through August 31st. <p>Efficiency Vermont has its own Retail Account Managers (RAMs) that support its Retail Appliance Partner stores. The RAMs keep the stores well stocked with POP and Rebate forms, assist with product merchandising by labeling the appliances that qualify for Efficiency Vermont rebates, and</p>



	<p>provide training on the benefits of ENERGY STAR appliances to store sales staff.</p> <p>The appliance incentives are advertised through POP at participating retail stores, as well as on the EVT website.</p>
ENERGY STAR	<p>Efficiency Vermont uses recognition of the ENERGY STAR brand as one of the drivers for participation. All of the appliance promotions are either labeled as ENERGY STAR or “Save More” with ENERGY STAR promotions, through in store POP, information on the rebate application forms, and on Efficiency Vermont’s website</p>
CEE Specifications	<p>CEE’s tiers are used for certain rebate levels (see Program Activities description above).</p>
Coordination	<p>This program isn’t coordinated with others.</p>
Recycling	<p>EVT has piloted refrigerator retirement programs and room air conditioner and dehumidifier turn-in events. EVT does not have an ongoing retirement and/or turn-in program, but will continue to explore future savings opportunities through such programs.</p> <p>To date, refrigerators, dehumidifiers and room air conditioners have been included.</p> <ol style="list-style-type: none"> 1) Pilot appliance turn-in events have been held at retail stores. Marketing was linked to an ENERGY STAR state-wide tax-free holiday and consumers who turned in their qualifying appliances (dehumidifiers and room air conditioners only) at the participating stores were rewarded with free disposal (recycling) of the turned-in appliance and 6 CFL bulbs. 2) EVT has also sent a direct mail solicitation to ratepayers who have been targeted as part of our geographic targeting campaigns. Customers were provided with \$250 incentives towards the purchase of a new refrigerator and were required to prove that they had retired their old refrigerator. 3) EVT is considering future state-wide refrigerator retirement programs that would provide incentives and free pick-up and disposal for customers.
Behavior Programs	<p>Currently Efficiency Vermont does not have any behavior change component to its efficient appliance promotions.</p>



ORGANIZATION	Energy Trust of Oregon
Type	Statewide efficiency program administrator
Service Territory	Energy Trust serves 1.3 million customers throughout the state of Oregon.
Program Name	ENERGY STAR® Products
PROGRAM BACKGROUND	
Budget	The 2008 incentive budget for this program is \$5,608,513.
Goals and Objectives	<p>Goals & Objectives:</p> <ul style="list-style-type: none"> • Clothes Washers - The program aims to achieve increased market penetration of high-efficiency washing machines. Its savings goals are 2,019,890 kWh in electric savings and 41,491.20 therms in gas savings. • Refrigerators - The program aims to achieve increased market penetration of high-efficiency refrigerators. Its savings goals are 9,094,876 kWh in electric savings. • Lighting - The program aims to achieve increased market penetration of high-efficiency lighting. Its savings goals are 62,915,051 kWh in electric savings. <p>Results are evaluated using market penetration and unit goals.</p>
General Plans for 2009	The program is designing our 2009 program at this time. Our plans are to continue with 2008 products and possibly introduce incentives for consumer electronics in 2009.
Contact	Kendall Youngblood, Residential Sector Manager 503-445-7622, Kendall.Youngblood@energytrust.org
Web Site	www.energytrust.org/residential/ehp/participate.html
PROGRAM COMPONENTS	
Program Activities	<p>The program offers a \$75 consumer rebate for clothes washers with a Modified Energy Factor (MEF) of 2.0-2.1. A \$100 consumer rebate for clothes washers with a MEF of 2.2 or higher is also available for those who qualify.</p> <p>The program offers a \$50 consumer rebate for refrigerators that are 20% more efficient than federal standards. Incentives are marketed with point-of-purchase materials, through the Energy Trust website, and in utility bill stuffers.</p> <p>The program provides training for both consumers and retailers participating in the ENERGY STAR Products Program. Consumer outreach and marketing is done on a consumer level, while retailers are regularly visited and trained by ENERGY STAR field staff. Field staff assist retailers in obtaining marketing support and additional education on the ENERGY STAR label and ENERGY STAR products being offered by the program.</p>
ENERGY STAR	The program rebates ENERGY STAR products.
CEE Specifications	The program uses CEE residential clothes washer specification (Tier 2) but does not require the Water Factor (WF) stipulated by CEE, however.
Coordination	The program is coordinated through the Northwest Energy Efficiency Alliance's regional efforts.



Recycling	<p>2008 was the launch of the Refrigerator Recycling Program. Customers call JACO Environmental at 1.866.444.8907, visit their website www.jacoinc.net, or visit Energy Trust's website at www.energytrust.org/residential/es/products/promotion_refridge_recycle1.html. After scheduling to have their refrigerator picked up by JACO, the applicant completes a brief informational sheet including where the fridge needs to be picked up from, etc. JACO picks up the refrigerator and an incentive check is cut to the applicant.</p>
Behavior Programs	<p>The Change a Light, Change the World Fundraiser Change aims to promote energy awareness through this student, congregation or organization run fundraiser. The fundraiser encourages and educates participants about energy efficiency and savings. Participants place CFL bulb orders through our program. The fundraiser is able to evaluate success based on the sales of these bulbs and the timeframe in which they were sold. Marketing opportunities are also available and success can be measured on new participation following media publication.</p>



ORGANIZATION	Great River Energy On behalf of 28 Distribution Cooperatives
Type	Electric Generation and Transmission Cooperative
Service Territory	Member cooperatives serve 600,000 residential customers. 87 counties in Minnesota and 3 in Western Wisconsin
Program Name	Energy Wise Appliances with Energy Star
PROGRAM BACKGROUND	
Budget	Budget cycle is annual, 2008 rebate budget for ES appliances \$1.1 million.
Goals and Objectives	<ul style="list-style-type: none"> • Provide support for retail distribution cooperatives in the promotion of Energy Star qualified appliances through training, marketing, financial incentives, and public relations. • Increase consumer awareness on energy efficiency • Increase purchases Energy Star appliances • Decrease consumer electric bills through energy efficiency • Increase energy savings to meet Regulatory goals
General Plans for 2009	Partner with member cooperatives, retailers, and manufacturers to deliver Energy Star products to retail customers.
Contact	Tom Sagstetter, Energy Conservation & Efficiency Program Coordinator 763-445-6106, tsagstetter@grenergy.com
Web Site	www.greatriverenergy.com
PROGRAM COMPONENTS	
Program Activities	The program has a primarily downstream focus. It targets residential customers and offers incentives that range from \$25 rebates to \$150 point of purchase discounts depending on appliance and proper disposal of existing appliance. Marketing includes POP, bill inserts, news letters, internet, and call centers.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	The program recycles refrigerators and all appliances for income eligible replacement programs. Receipt for proper disposal/recycling prior to rebate payment.
Behavior Programs	None.

ORGANIZATION	Hydro-Québec
Type	Utility
Service Territory	Hydro-Québec serves the province of Québec with a population of 7.7 million.
Program Name	Hydro-Québec Appliance Program
PROGRAM BACKGROUND	
Budget	\$13 million
Goals and Objectives	Savings goal: 11.2 Gwh in 2008 Results are evaluated by considering the number of rebate coupons. Last year, they received 85,000 coupons for washers and 65,000 for fridges.
General Plans for 2009	Rebate coupons for washers, refrigerators, and freezers, and publicity.
Contact	Jonathan Grondin 514-879-4100 ext. 6585, grondin.jonathan@hydro.qc.ca
Web Site	www.hydroquebec.com/residentiel
PROGRAM COMPONENTS	
Program Activities	The program has both an upstream and a downstream focus. The program targets residential consumers. The program offers a \$50 rebate on refrigerators and washers and a \$25 rebate on freezers. The program does incorporate some upstream training. Marketing and outreach strategies include POP in retailers, rebate coupons, TV, radio, web, newspapers, magazines, etc.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	Refrigerator recycling is offered through another program (Recyc-Frigo program). Refrigerators and freezers more than 10 years old are eligible. Rebate coupons are available at partnering retailers. When customers buy a new appliance, they complete the coupon, send it to Hydro-Québec, and Hydro-Québec sends them the rebate. If consumers want to recycle their old refrigerator, they call Hydro-Québec or go on the website, and Hydro-Québec picks up the fridge. If it is eligible (older than 10 years old), Hydro-Québec completes the information and the customer receives \$60.
Behavior Programs	None.



ORGANIZATION	Idaho Power
Type	Utility
Service Territory	Idaho Power serves approximately 400,000 customers in Idaho and Eastern Oregon.
Program Name	Home Products Program
PROGRAM BACKGROUND	
Budget	Not available
Goals and Objectives	Save 438,000 kWh
General Plans for 2009	Idaho Power will continue to evaluate other ENERGY STAR home products.
Contact	Ryan Hartnett, Program Specialist (appliances) 208-388-5396, rhartnett@idahopower.com Patti Best, Program Specialist (lighting and fans) 208-388-5948, pbest@idahopower.com
Web Site	www.idahopower.com/homeproducts
PROGRAM COMPONENTS	
Program Activities	The program offers the following rebates to residential customers: Clothes Washers = \$50 Refrigerators (7.75 cubic ft. or larger) = \$30 Utility customer representatives visit retailers to discuss program and provide point of purchase information to retailers. The program marketing efforts include a program brochure with application, a web page and occasional customer outreach through the utility newsletter and bill inserts.
ENERGY STAR	Incentives are only given on ENERGY STAR qualified products listed on the ENERGY STAR Web site qualifying product lists.
CEE Specifications	No tiered incentives. Only one incentive amount per product.
Coordination	The program is not coordinated with others.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	Idaho Power has a customer education program that focuses on general energy efficiency messaging. IPC does not claim savings for the educational efforts.



ORGANIZATION	Long Island Power Authority
Type	Utility/Energy Efficiency Program Sponsor
Service Territory	Nearly 1 million residential customers on Long Island
Program Name	Energy Efficient Products Program
PROGRAM BACKGROUND	
Budget	Calendar year 2009, \$1,944,600.00
Goals and Objectives	The total MW goal for the entire Energy Efficient Products Program (including lighting) is 3.33 for 2008 and 8.047 for 2009. The MWH goal (including lighting) is 43,000 for 2008 and 89,613 for 2009. Results are evaluated by the number of products sold/rebated.
General Plans for 2009	LIPA is considering the following appliance programs in 2009: mail-in rebates on clothes washers, refrigerators, and dehumidifiers; upstream incentives on room air conditioners; recycling program for refrigerators.
Contact	Renee Crespi, Program Manager 631-755-5301, rcrespi1@service.lipower.org
Web Site	www.lipower.org
PROGRAM COMPONENTS	
Program Activities	<p>For 2008 the program only has a downstream focus. In 2009 clothes washers, refrigerators, and dehumidifiers are downstream; room air conditioners are upstream. 2009-Downstream incentives target all groups; upstream is still TBD.</p> <ul style="list-style-type: none"> - Clothes washers: \$50 mail-in rebate on CEE Tier 3 models - Refrigerators: \$75 mail-in rebate (product type TBD) - Refrigerators: Recycling program (TBD) - Dehumidifiers: \$10 mail-in rebate on all ENERGY STAR qualified models - Room air conditioners: \$50 upstream incentive (product type TBD) <p>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> <p>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>
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	LIPA is offering rebates only on CEE Tier 3 clothes washers.
Coordination	The program is not coordinated with others.
Recycling	LIPA is considering a refrigerator recycling program in 2009. The program design is still underway at this point.
Behavior Programs	LIPA is considering promoting efficient power strips in 2009.



ORGANIZATION	Los Angeles Department of Water and Power						
Type	Utility						
Service Territory	The utility serves 1.2 million customers in Los Angeles, CA.						
Program Name	Consumer Rebate Program (CRP)						
PROGRAM BACKGROUND							
Budget	The program's budget cycle is annual. The budget for the 2008-2009 fiscal year (7/1/08-6/30/09) is \$2,166,800.						
Goals and Objectives	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 2008-2009 program's savings goal is .49 MW and 1.2 million GWh annually.						
General Plans for 2009	LADWP intends to expand the existing Consumer Rebate Program to a Point of Sale Incentive Program for qualifying products purchased through retailers in the LADWP service territory. Customers will receive the cash incentive as a discount on the purchase of an Energy Star® qualified appliance product.						
Contact	Daniel Blustein 213-367-4034, daniel.blustein@ladwp.com						
Web Site	www.ladwp.com/crp						
PROGRAM COMPONENTS							
Program Activities	<p>The program currently has a downstream focus with plans for Point of Sale rebates under development. 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>These amounts are subject to change in the coming year.</p> <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>	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						
ENERGY STAR	The program rebates ENERGY STAR appliances.						
CEE Specifications	The program doesn't use CEE specifications.						
Coordination	LADWP coordinates the program with area retailers.						
Recycling	LADWP has contracted with an appliance recycling company to recycle a customer's old, inefficient, working refrigerator in an environmentally						



	friendly manner.
Behavior Programs	None.



ORGANIZATION	MidAmerican Energy Company
Type	Utility
Service Territory	MidAmerican Energy Company, Iowa's largest energy company, provides electric service to 714,000 customers and natural gas service to 696,000 customers in Iowa, Illinois, Nebraska and South Dakota.
Program Name	EnergyAdvantage® Residential Equipment Program
PROGRAM BACKGROUND	
Budget	The budget is part of an overall budget for the residential equipment programs and is not broken out separately.
Goals and Objectives	Not available.
General Plans for 2009	Seeking plan approval to expand eligible equipment.
Contact	John O'Roake, Program Manager 319-341-4415, jtoroake@midamerican.com
Web Site	www.midamericanenergy.com
PROGRAM COMPONENTS	
Program Activities	The program offer \$50 incentives for window air conditioners. Approximately 200-300 units per year.
ENERGY STAR	The program provides rebates for ENERGY STAR qualified units.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program isn't coordinated with others.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	None.



ORGANIZATION	National Grid
Type	Electric Utility
Service Territory	1.2 Million customers in 168 Massachusetts Communities, 478,000 customers in 38 Rhode Island communities, and 41,000 in 21 communities in New Hampshire.
Program Name	National Grid
PROGRAM BACKGROUND	
Budget	TBD
Goals and Objectives	TBD
General Plans for 2009	National Grid is in the process of developing their plans for 2009.
Contact	Kate Ringe-Welch 781-907-1580, Katherine.Ringe@us.ngrid.com
Web Site	www.nationalgridus.com
PROGRAM COMPONENTS	
Program Activities	<p>Generally, MA and RI have both upstream incentives (room air conditioners) and in-store coupons. NH is focused on in-store coupons. The program targets all residential customers</p> <p>In 2008, incentives are available for clothes washers and room air conditioners in RI and NH. In MA, incentives are available for ENERGY STAR qualified room air conditioners. Discussions underway in all states for incentives for 2009.</p> <p>Marketing and outreach strategies include program produced POP materials, customized POP from partner manufacturers and retailers, and bill inserts.</p>
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	MA and RI have used the MEF specification for clothes washers.
Coordination	Coordinated with participating Massachusetts electric utilities and Energy Efficiency Providers.
Recycling	Not currently but are considering for 2009.
Behavior Programs	National Grid provides educational materials on appliance usage to customers.



ORGANIZATION	New Jersey's Clean Energy Program
Type	Board of Public Utilities
Service Territory	NJ statewide
Program Name	Energy Efficient Products Program
PROGRAM BACKGROUND	
Budget	Calendar year – budget not yet approved for 2009
Goals and Objectives	Savings and market transformation.
General Plans for 2009	In 2009 the NJCEP Energy Efficient Products program will continue to offer mail-in coupons on qualified room air conditioners, clothes washers and dehumidifiers on a year-round basis (RAC runs May – Aug). These incentives will be supported with a variety of promotional approaches, including leveraging EPA/DOE national ENERGY STAR campaigns. The program plans to offer a \$25 rebate for ENERGY STAR qualified dehumidifiers and the incentive for ENERGY STAR Room Air Conditioners will be \$20 for eligible equipment purchased between May 14 and August 31, 2009. There will also be a rebate of up to \$75 offered for energy and water efficient clothes washers in two tiers, one at a minimum modified energy factor (MEF) of 2.0 and one at an MEF of 2.2 (pending further review of the latest market share data). The program also plans to remove an estimated 20,000 old, inefficient refrigerators and freezers in 2009 as part of an appliance “early retirement” initiative. Participants will receive hassle-free removal of all eligible, working refrigerators and freezers, as well as a modest customer incentive (< \$70 per unit retired). Please note final program details and incentives for 2009 are pending approval.
Contact	Pedro Cabrera, ENERGY STAR® Products Manager c/o Honeywell 973-890-9500 x3027, pedro.j.cabrera@honeywell.com
Web Site	www.njcleanenergy.com
PROGRAM COMPONENTS	
Program Activities	Rebates are provided downstream to consumers. The program targets all ratepayers. For incentive information, see above. The program does not incorporate upstream training. Marketing and outreach materials include POP, newspaper.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program uses CEE specifications for clothes washers.
Coordination	The program isn't coordinated with others.
Recycling	The program plans to offer 2 nd refrigerator recycling in 2009.
Behavior Programs	None.

ORGANIZATION	New York State Energy Research & Development Authority (NYSERDA)
Type	State government
Service Territory	National Grid, Orange & Rockland (O&R), Con Edison, Rochester Gas and Electric (RG&E), and New York State Electricity and Gas (NYSEG) service territories. 7 Million Households
Program Name	New York Energy \$martSM Products Program
PROGRAM BACKGROUND	
Budget	There is no separate budget for the appliance initiative, as it is funded as part of the larger “Products Program,” which is allocated at \$4.275 million annually.
Goals and Objectives	<p>The program’s goals include the following:</p> <ul style="list-style-type: none"> ▪ To increase public awareness of energy-efficient appliances, lighting, and consumer electronics. ▪ To educate and train retail sales staff throughout New York state on ENERGY STAR and energy-efficient products and how to “upsell” these products. ▪ To expand the offering of ENERGY STAR and 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>To evaluate results, NYSERDA considers cumulative market share of ENERGY STAR appliances, and increase in the amount of appliance retailer program partners.</p>
General Plans for 2009	There are no new plans to note for 2009 at this moment.
Contact	Mark Michalski 518-862-1090 ext. 3237, mm2@nyserda.org
Web Site	www.GetEnergySmart.org
PROGRAM COMPONENTS	
Program Activities	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.
ENERGY STAR	The program supports ENERGY STAR appliances.
CEE Specifications	The program doesn’t use CEE specifications.
Coordination	The Program coordinates with over 930 retail partners that sell ENERGY STAR-qualified appliances, lighting, and other energy efficient products. A

	<p>team of 10 field representatives visit these stores monthly to provide program information, training, point-of-purchase materials, and other assistance as needed.</p>
<p>Recycling</p>	<p>NYSERDA has a very limited recycling program that includes room air conditioners and dehumidifiers. Recycling is free and open to the public in the spring throughout NYS.</p>
<p>Behavior Programs</p>	<p>NYSERDA's marketing efforts always promote load shifting behavior especially during the summer campaign. Load shifting is targeted at white good appliances (CW, DW), and room ACs.</p> <p>NYSERDA evaluates the marketing for the summer campaign through an independent 3rd party marketing research firm. The firm uses various survey methods to determine which percentage of the population was reached by the campaign message and also the percentage of the population that changed their behaviors due to the campaign messaging.</p>

ORGANIZATION	Northeast Energy Efficiency Partnerships (NEEP)
Type	Regional consortium of energy efficiency programs
Service Territory	NEEP Sponsors operate in Connecticut, Massachusetts, Rhode Island, Vermont, New Jersey and New York (Long Island), with the exception of the service territory of municipal utilities within this region. The initiative serves approximately 9 million residential customers.
Program Name	Northeast ENERGY STAR Products Initiative
PROGRAM BACKGROUND	
Budget	The Initiative has an annual budget cycle. Some members develop their budgets as part of a multi-year planning cycle, however.
Goals and Objectives	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.
General Plans for 2009	Programs will continue to promote ENERGY STAR qualified appliances through incentives, consumer and retailer education, and aggressive marketing.
Contacts	Melissa Lucas, Residential Programs Manager, NEEP 781-860-9177 ext. 15, mlucas@neep.org
Web Site	www.neep.org/initiatives/index.html Varies by program. www.myenergystar.com is a site managed by a subgroup of the Initiative (MA, VT, RI)
PROGRAM COMPONENTS	
Program Activities	<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>See Chart below</p> <p>Sponsors' field implementation contractors play an active and ongoing role in training sales staff at all retail appliance market channels. Marketing contractors develop and help deploy marketing materials and campaigns that often 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>
ENERGY STAR	Yes
CEE Specifications	CEE Specifications are used occasionally – The use of CEE specifications varies, depending on sponsor programs (See chart below)



Coordination	<p>The initiative represents joint and coordinated program activities of program administrators in:</p> <ul style="list-style-type: none"> ▪ CT: United Illuminating Company and Connecticut Light and Power ▪ MA: Cape Light Compact, National Grid, NSTAR Electric, Unitil, and Western Massachusetts Electric ▪ NY: Long Island Power Authority (LIPA) ▪ RI: National Grid ▪ VT: Efficiency Vermont ▪ NJ: New Jersey Clean Energy Program <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, Efficiency Maine, and NYSERDA) on regional and national activities such as strategic planning, national promotions, product quality, ENERGY STAR specification revisions, etc.</p> <p>* Individual program summaries are included for Several of the Sponsors.</p>
Recycling	Several Programs are exploring the inclusion of appliance recycling for 2009. Details of specific program activities are undetermined.
Behavior Programs	Some messaging does involve behavioral elements (i.e. run clothes washers and dishwashers when full)

**Northeast ENERGY STAR Appliance Initiative Programs
2008 Program Rebates**

State	Utility/Energy Efficiency Service Provider	Appliance Rebates \$/unit				
		Room Air Conditioner	Refrigerator/ Freezer	Dishwasher	Dehumidifier	Clothes Washer
MA	Cape Light Compact	\$30 ¹				
	National Grid (MA)	\$30 ¹				
	NSTAR Electric	\$30 ¹				
	Unitil/FG&E	\$30 ¹				
	WMECo	\$30 ¹				
NH	Unitil	\$20				\$50
CT	CL&P	\$25/50/100 ²				
	United Illuminating	\$25/50/100 ²				
RI	National Grid (RI)	\$30				\$50 ⁴



NY	LIPA	\$35/50			\$10	\$50 ⁵
NJ	Clean Energy Program	\$20				\$50/75 ⁶
VT	Efficiency Vermont	\$25/\$40 ³	\$25/\$40 ³		\$25	\$50 ⁷

¹ Instant Coupon markdown through an upstream negotiated cooperative promotion (NCP) with select manufacturer/retailer partners

² Turn-in Campaign with rebates based on retail price of room air conditioner

³ "Save More with ENERGY STAR" Promotion: Tiered rebates; \$25 for ENERGY STAR qualified appliances, \$40 for appliances that meet CEE Tier 2 level

⁴ Rebates offered for products that meet CEE Tier 1 level

⁵ Rebates offered for products that meet CEE Tier 3 level

⁶ Rebates offered for products that meet CEE Tier 1 and 2 levels

⁷ "Save More with ENERGY STAR" Promotion: Rebates offered for products that meet CEE Tier 2 level



ORGANIZATION	NSTAR Electric
Type	Electric Utility
Service Territory	740,000 residential customers in 61 Massachusetts cities and towns
Program Name	NSTAR Electric
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	Not available.
General Plans for 2009	Not available.
Contact	Jerry Carey, Program Manager 781-441-8718, Gerald.Carey@nstar.com
Web Site	www.nstar.com
PROGRAM COMPONENTS	
Program Activities	The program offers both upstream incentives and in-store coupons. It targets all residential customers. Instant Coupons and upstream incentives are available for ENERGY STAR qualified appliance products. Marketing and outreach strategies include program produced POP materials, customized POP from partner manufacturers and retailers, bill inserts.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	Coordinated with participating Massachusetts electric utilities and Energy Efficiency Providers
Recycling	The program doesn't include appliance recycling.
Behavior Programs	None.

ORGANIZATION	Ontario Power Authority (OPA)
Type	Government Agency
Service Territory	The OPA has no direct customers. The OPA is responsible for coordinating conservation programs within Ontario.
Program Name	Keep Cool Pilot (Spring 2008), Appliance Retirement Pilot (Fall 2008)
PROGRAM BACKGROUND	
Budget	\$200K for Spring and \$1.1M for Fall 2008
Goals and Objectives	In the spring, OPA aims to retire 900 room air conditioners and 90 dehumidifiers during 3 weekends in end of June through 4 cities in Ontario. In the fall, OPA hopes to retire 8,000 room air conditioners and 8,000 dehumidifiers during 2 weekends in October through out the province. OPA also plans to test program models with new retail partners in the spring and in the fall explore the Forster capability of running conservation programs through retail channel.
General Plans for 2009	Province-wide program may be available through other delivery partners,
Contact	Kathryn Quail 416-969-6081, kathryn.quail@powerauthority.on.ca
Web Site	www.everykilowattcounts.com
PROGRAM COMPONENTS	
Program Activities	The program has a downstream incentive for customers. In the spring, the program is targeting customers in specific geographic areas (4 cities); in the fall, the program is targeting all customers through out Ontario. For both spring and fall, the program provides \$25 incentive to customers who retire a room air conditioners or a dehumidifier. The program provides training guidance to program manager or retailer in order to cross promote other OPA programs. In the spring, the program marketing materials include mail drop, in-store signage, newspaper advertising; in the fall, the program marketing materials include retail flyers and in-store signage.
ENERGY STAR	The spring program provides incentive towards an ENERGYSTAR replacement; but the fall program provides gift card with no ENERGYSTAR associated purchase (retailers do not stock replacement product in the fall).
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The spring program uses a non-profit organization as the program manager who coordinates with the retailer; but the fall program was run through retailer directly.
Recycling	All retired appliances, both room air conditioner and dehumidifiers, are recycled through the program. Customers are encouraged to retire the appliance by bringing the unit to the participating retailer. Once the retailer collected the units, they will pack and ship the units to recycler for

	decommissioning.
Behavior Programs	<p>There is no stand-alone appliance program that promotes behavior changes.</p> <p>In the spring program, units were tested for working/non working condition. A follow up survey was done and new replacement purchases were tracked. If there was no replacement and the units were working, OPA claimed full savings of retiring the units. If there was replacement and the units were working, OPA claimed the savings of the difference between ENERGYSTAR model and the old unit. If the units were not working, OPA claimed no savings from those units. Same methodology will be used in the fall program.</p>



ORGANIZATION	Pacific Gas and Electric Company
Type	Utility
Service Territory	About 4 million residential customers in Northern California. PG&E has 6 million customers with a breakdown of 87% residential and 13% non-residential.
Program Name	Mass Market Rebate Program
PROGRAM BACKGROUND	
Budget	The program currently has a three-year budget cycle. The 2006-2008 entire Mass Market Rebate Program budget (including appliances) is \$205 million.
Goals and Objectives	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
General Plans for 2009	PG&E would like to see greater participation with appliance retailers on instant rebates offered at the point of purchase. They will also consider expanding their offerings with other energy-efficient appliances. They would like to help customers understand energy efficiency ratings on appliances better so that making energy-efficient choices are easier. While PG&E hasn't identified how to impart this knowledge, they do seek to make their program as customer-friendly as possible to help customers understand the benefits of energy efficiency and when making choices about appliances that this be a leading factor in their buying. They continue to seek opportunities to communicate with retailers who are key to imparting this knowledge with customers when they are shopping. Through their continuing membership with CEE, PG&E supports their communications with manufacturers to foster the availability and creation of more energy-efficient appliances. Another way they'd like to partner with appliance retailers is to minimize breakage on refrigerator and freezer recycling so that when customers purchase a new (and hopefully high-efficiency) refrigerator that upon delivery of the new unit, the old unit can be picked up at the same time for later pickup at the retailer by the appliance recycler. They believe making this process easier will encourage greater participation and lead to greater energy savings for our customers and the state of California. Currently, the 10 Western Appliance stores in PG&E territory are working with PG&E and their appliance recycling contractor, JACO, using this model. They hope to engage other retailers in this effort in 2009.
Contact	Colleen Higham, Appliance Program Manager 415-972-5064, cmhh@pge.com
Web Site	www.pge.com/res/rebates
PROGRAM COMPONENTS	
Program Activities	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 to



	<p>residential consumers:</p> <p>Clothes washers:</p> <table> <tr> <td>CEE Tier 2</td> <td>\$35</td> </tr> <tr> <td>CEE Tier 3</td> <td>\$75</td> </tr> </table> <p>Dishwashers:</p> <table> <tr> <td>EF of 0.65 to 0.67</td> <td>\$30</td> </tr> <tr> <td>EF of 0.68 or greater</td> <td>\$50</td> </tr> </table> <p>ENERGY STAR Room Air Conditioners \$50</p> <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. In 2008, PG&E and 17 Greater Bay Area water agencies collaborated to offer a Cooperative, High-Efficiency Clothes Washer rebate to eligible customers on qualifying CEE Tier 2 and Tier 3 residential clothes washers. The combined rebate for Tier 2 clothes washers is \$125 (\$35 PG&E rebate + \$90 water agency rebate) or \$200 (\$75 PG&E rebate + \$125 water agency rebate). For more information, please visit www.waterenergysavings.com.</p> <p>Western Appliance, an independent appliance retailer (10 stores) based in San Jose offers eligible PG&E customers an instant rebate at the time of purchase on qualifying dishwashers sold in their stores. This program has enjoyed success and reduces breakage in the rebate process. Western Appliance promotes high-efficiency equipment as a wise choice when making a purchase. They won the ENERGY STAR Michael C. Thompson Award in 2007 for the innovative efforts they demonstrate in their stores and through their work with PG&E.</p> <p>Currently, PG&E doesn't offer any appliance training programs for manufacturers and distributors.</p>	CEE Tier 2	\$35	CEE Tier 3	\$75	EF of 0.65 to 0.67	\$30	EF of 0.68 or greater	\$50
CEE Tier 2	\$35								
CEE Tier 3	\$75								
EF of 0.65 to 0.67	\$30								
EF of 0.68 or greater	\$50								
ENERGY STAR	PG&E refers customers, retailers and manufacturers to ENERGY STAR to find dishwasher models that meet our qualifications by checking their site. PG&E also offers air conditioner rebates only on ENERGY STAR models.								
CEE Specifications	PG&E use the CEE Qualifying Product List for residential clothes washer specification (Tiers 2 and 3).								
Coordination	The program is coordinated with all California utilities statewide.								
Recycling	<p>Recycling is offered for working refrigerators and freezers and when picking up these units for customers, if they have a working room air conditioner. PG&E will recycle the air conditioner but they don't recycle air conditioners w/o the refrigerator or freezer as part of the pickup.</p> <p>PG&E electric customers call or visit the website of the contractor, JACO Environmental Inc., that picks up and recycles working units that are between 10-30 cubic feet. JACO recycles up to 98% of each unit. Customers receive a \$35 rebate for refrigerators and freezers and \$25 for working room air conditioners that are picked up in conjunction with the pickup of a refrigerator or freezer.</p>								
Behavior Programs	The Appliance Recycling Program encourages customers to remove secondary units they may own and operate in conjunction with their primary unit. Typically these units are older and add load to a customer's								



	<p>energy use. Also, when customers replace their primary unit, PG&E offers a rebate to encourage recycling instead of these older, less efficient units being offered up on the resale market for use.</p> <p>The Appliance Recycling Program offers a rebate direct to customers so customer information is captured. This program encourages responsible recycling and they share with customers that up to 98% of their unit can be recycled. Additionally, when JACO picks up a unit, they must provide a “profile” of the unit –size, age, info on CFCs in the unit. The California Statewide Utility Team uses the same workpaper for the appliance recycling program to measure savings and claim savings.</p>
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ORGANIZATION	PacifiCorp (Rocky Mountain Power and Pacific Power)
Type	Electric Utility
Service Territory	Rocky Mountain Power in the states of Utah, Idaho and Wyoming: 800,000 customers Pacific Power in the states of California and Washington: 135,000 customers
Program Name	Home Energy Savings program (includes appliances, lighting, home improvement, heating and cooling measures)
PROGRAM BACKGROUND	
Budget	Budget cycle is calendar year Annual budget is \$8.3 million
Goals and Objectives	The program aims to save 9,000 net mWhs To evaluate results, PacifiCorp considers the number of units and unique participants
General Plans for 2009	No change from existing program: retailer, dealer and contractor-driven post-purchase incentives; some measure adjustments
Contact	James E. Gilroy, Residential Energy Efficiency Program Mgr. 503-813-5153, james.gilroy@pacificorp.com
Web Site	www.rockymountainpower.net/hes www.pacificpower.net/hes
PROGRAM COMPONENTS	
Program Activities	The Home Energy Savings program is a program that services PacifiCorp's residential customers. The program was developed to increase awareness among contractors and customers within PacifiCorp's service area of the energy saving benefits of properly installing and operating high efficiency heating and cooling equipment. To encourage interest and increase knowledge about energy-efficient heating and cooling equipment and services, the program offers a comprehensive suite of incentives. The Home Energy Savings program works in Washington, California, Idaho, Utah and Wyoming. Incentives are offered in the areas of appliances and lighting, home improvement, new homes and HVAC measures. The program uses a variety of marketing tactics from general point-of-purchase materials to print advertising and website features. Field staff supports contractors and retailers through promotional support, training, cooperative advertising and outreach events.
ENERGY STAR	The program uses ENERGY STAR website in order to determine measure potential and to review potential savings information.
CEE Specifications	PacifiCorp currently does not use any of the SEHA specifications for a tier structure for incentives. HESP uses a two-tier system for clothes washers with a MEF of 1.72-1.99 or 2.0+.
Coordination	The program is not coordinated with others at this time.
Recycling	The HES program offers incentives for recycling on room air conditioners, refrigerators and freezers.



	<p>Room air conditioner recycling is currently offered once per year in a drop-off event based promotion. Customers are eligible for a purchase incentive alone or in combination with the recycling incentive. The recycling incentive can not be redeemed without a qualifying purchase.</p> <p>Refrigerator and freezer recycling incentives are offered via a pickup based promotion. Customers who are looking to recycle an old unit call the hotline to make arrangements for unit pickup.</p>
Behavior Programs	<p>PacifiCorp is evaluating potential applications and will apply related findings from research to strategic marketing efforts throughout the program.</p>



ORGANIZATION	Public Service New Hampshire
Type	Utility
Service Territory	PSNH serves 450,000 residential customers in New Hampshire.
Program Name	ENERGY STAR® Appliance Program
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	Not available.
General Plans for 2009	Not available.
Contact	Jack Schelling 603-634-2721, schelje@psnh.com
Web Site	www.psnh.com
PROGRAM COMPONENTS	
Program Activities	The mail-in rebate program offer incentives for ENERGY STAR air conditioners and clothes washers. ENERGY STAR air conditioners are eligible for a \$20 rebate and ENERGY STAR clothes washers are eligible for \$50 rebate.
ENERGY STAR	The program provides rebates for ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	Not available.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	None.



ORGANIZATION	Puget Sound Energy
Type	Utility
Service Territory	PSE serves 1,000,000 electric customers and approximately 700,000 natural gas customers in Washington state.
Program Name	WashWise Clothes Washer Rebate Program and Refrigerator Recycling
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	Not available.
General Plans for 2009	Not available.
Contact	Laura Wilson 425-456-2462, laura.wilson@pse.com
Web Site	www.pse.com
PROGRAM COMPONENTS	
Program Activities	The program offers incentives for energy efficient clothes washers. Consumers can receive a rebate of \$50, \$70 or \$100 based on CEE's tier levels.
ENERGY STAR	The program rebates ENERGY STAR clothes washers but the amount varies based on the models water and energy use.
CEE Specifications	The program uses the CEE specification for clothes washers (Tiers 1, 2, and 3.)
Coordination	Water utilities also participate in the WashWise Clothes Washer Rebate Program.
Recycling	Puget Sound Energy offers a \$30 rebate with free pick up and recycling for old refrigerators and/or freezers. This offer is available for up to two units per residential address. A qualified unit of any age must be currently owned by the rebate recipient and be in working condition with an inside measurement of 10 cubic feet or more. PSE has contracted with JACO Environmental, an appliance recycler, to pick up and properly recycle the units.
Behavior Programs	None.



ORGANIZATION	Questar
Type	Local Natural Gas Distribution Company (LDC)
Service Territory	Approximately 900,000 customers in Utah and parts of Idaho.
Program Name	ThermWise Energy Efficiency Programs
PROGRAM BACKGROUND	
Budget	Annual – Jan. through Dec. \$737,500 (incentives only)
Goals and Objectives	<p>Market Transformation: Transform the market from the traditional purchase and installation of minimum standards and codes to high-efficiency applications. To do this Questar offers cost-effective energy efficiency rebates to customers who reduce natural gas usage by meeting high-efficiency requirements. Programs also increase customer awareness on the implementation of energy-efficient practices and technologies in existing homes to achieve cost-effective natural gas savings.</p> <p>Savings targets vary by program energy-efficiency measure.</p> <p>To evaluate results, Questar considers market research including trade ally participation, energy efficient appliance availability and market saturation.</p>
General Plans for 2009	The 2009 program will remain basically the same as 2008.
Contact	Dan S. Dent, Director, Demand Side Management 801-324-5821, Dan.dent@questar.com
Web Site	www.ThermWise.com
PROGRAM COMPONENTS	
Program Activities	<p>The program targets the entire supply chain from manufacturers to distributors and dealers, retailers and individual consumers. The program targets residential customers.</p> <p>ENERGY STAR® Clothes Washer MEF 1.72 - 1.99 (must have gas water heat) \$50</p> <p>ENERGY STAR Clothes Washer MEF 2.0 or higher (must have gas water heat) \$75</p> <p>High-Efficiency Gas Dryer Moisture Sensor included \$30</p> <p>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.</p> <p>Marketing and outreach strategies include POP, bill inserts, radio, TV, newspaper ads, special events, local retail and distributor channels.</p>
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program uses CEE specifications for clothes washers, \$50 for models with MEF of 1.72 to 1.99 and \$75 for MEF of 2.0 or greater.
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.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	Questar looks to increase customer awareness and use energy-efficient and conservation practices and technologies in existing residential homes to achieve cost-effective natural gas savings and overall natural gas use reductions. They are able to do this because they have a full revenue decoupling tariff mechanism. Questar does not currently claim savings for these market transformation activities.



ORGANIZATION	Sacramento Municipal Utility District																
Type	Utility																
Service Territory	Approximately 590,000 residential customers in Sacramento County, CA.																
Program Name	Appliance Efficiency Program																
PROGRAM BACKGROUND																	
Budget	The program has an annual budget cycle. The 2009 budget for the program is \$405,781, including \$158,120 for rebates. The 2009 budget for refrigerator/freezer recycling is \$1,199,888. 2008 appliance rebates were approx. two times the budget for 2009. Refrigerator Recycling program is largely unchanged.																
Goals and Objectives	The purpose of these programs is to increase the market penetration of high-efficiency household appliances in Sacramento. They encourage increased, long-term demand for, manufacture, availability, and sales of, these products as well as environmentally sound disposal. 2009 goals are ~5.7 million kWh annual energy savings and ~818 kW summer peak-load reduction. These goals are based upon tracking sales through rebate applications. SMUD encourages both CEE and the appliance industry to develop a better method to gather and evaluate sales data which would inform programs if their efforts are transforming markets and justify funding of these programs.																
General Plans for 2009	SMUD will continue its successful Appliance rebate and recycling program throughout 2009.																
Contact	<table border="0"> <tr> <td>Paula Robertson, Program Manager 916-732-5429 proberts@smud.org</td> <td>Janis Erickson, Program Planner 916-732-5438 janis.erickson@smud.org</td> </tr> </table>	Paula Robertson, Program Manager 916-732-5429 proberts@smud.org	Janis Erickson, Program Planner 916-732-5438 janis.erickson@smud.org														
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Web Site	www.smud.org/residential/saving/rebate.html																
PROGRAM COMPONENTS																	
Program Activities	<p>The program primarily has a downstream focus. It targets consumers with rebates and marketing promoting ENERGY STAR appliances.</p> <p>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 border="0"> <tr> <td>Refrigerator (ENERGY STAR at CEE Tiers 1&2)</td> <td>\$ 50</td> </tr> <tr> <td>Refrigerator recycling</td> <td>\$ 35</td> </tr> <tr> <td>Room air conditioner (ENERGY STAR CEE Tiers 1&2)</td> <td>\$100</td> </tr> <tr> <td>Dishwasher (ENERGY STAR CEE Tier 1)</td> <td>\$ 25</td> </tr> <tr> <td>Dishwasher (ENERGY STAR CEE Tier 2&compact)</td> <td>\$ 75</td> </tr> <tr> <td>Clothes washer (ENERGY STAR CEE Tier 1)</td> <td>\$100</td> </tr> <tr> <td>Clothes washer (ENERGY STAR CEE Tier 2)</td> <td>\$150</td> </tr> <tr> <td>Clothes washer (ENERGY STAR CEE Tier 3)</td> <td>\$200</td> </tr> </table>	Refrigerator (ENERGY STAR at CEE Tiers 1&2)	\$ 50	Refrigerator recycling	\$ 35	Room air conditioner (ENERGY STAR CEE Tiers 1&2)	\$100	Dishwasher (ENERGY STAR CEE Tier 1)	\$ 25	Dishwasher (ENERGY STAR CEE Tier 2&compact)	\$ 75	Clothes washer (ENERGY STAR CEE Tier 1)	\$100	Clothes washer (ENERGY STAR CEE Tier 2)	\$150	Clothes washer (ENERGY STAR CEE Tier 3)	\$200
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	<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>
ENERGY STAR	<p>The program promotes ENERGY STAR as the recommended level for all customer purchases and provides added incentives for the highest levels of efficiency available as identified in the CEE Tiers.</p>
CEE Specifications	<p>The program uses CEE residential refrigerator, dishwasher and clothes washer specifications.</p>
Coordination	<p>The program is coordinated with other California utilities.</p>
Recycling	<p>SMUD offers customers a rebate for recycling their old refrigerator freezers through our environmentally safe program. The current 3rd party contractor for this SMUD program is JACO. An open RFP will be issued in Q 3-4 for a contractor for 2009-2010.</p>
Behavior Programs	<p>SMUD is investigating development of education and behavior programs to encourage the use of electric energy efficiently and off peak. They do not yet claim savings for these efforts but are working both internally and externally to identify believable and sustainable methods to quantify savings.</p>



ORGANIZATION	Salt River Project
Type	Vertically Integrated Public Electric Utility
Service Territory	Nearly 900,000 customers - Metropolitan Phoenix area
Program Name	SRP Appliance Rebate Program
PROGRAM BACKGROUND	
Budget	July 14, 2008 through October 31, 2008 – Rebate Budget \$150,000
Goals and Objectives	Energy savings target of 463,000 kWh SRP also evaluates the significance of water savings from program
General Plans for 2009	Will mostly continue the program in similar fashion with a modest increase in funding.
Contact	Dan Dreiling, Supervisor Program Development 602-236-2775, Daniel.Dreiling@srpnet.com
Web Site	www.srpnet.com/powerwise
PROGRAM COMPONENTS	
Program Activities	The program has a downstream – post purchase – structure. It targets all residential customer classes. The program offers rebates for high efficiency dishwashers and clothes washers according to CEE Tiers. For clothes washers SRP uses CEE Tier 1 and 2 and offers rebates of \$50 and \$75, respectively, and for dishwashers they offer a \$20 rebates for Tier 2 qualifying units. The program incorporates minor upstream training at the retail store level. Marketing and outreach strategies: program details are on SRP website.
ENERGY STAR	The program exceeds current Energy Star requirements.
CEE Specifications	For clothes washers, SRP uses CEE Tier 1 and 2 and for dishwashers they offer rebates for Tier 2.
Coordination	The program is not coordinated with others.
Recycling	SRP will be starting an Appliance Recycling Program in September 2008. For refrigerators and freezers only they offer a \$30 rebate to customers for their older yet still operating refrigerators/freezers and pay an outside firm to recycle up to 95% of the unit to capture energy savings and receive the environment benefits from the recycling.
Behavior Programs	SRP offers energy savings tips and other educational information on our website to assist in changing behavior. It is definitely difficult to quantify the savings for these programs.

ORGANIZATION	San Diego Gas & Electric						
Type	Utility						
Service Territory	SDG&E serves approximately 3.4 million customers in San Diego County and Southern Orange County.						
Program Name	Residential Incentive Program						
PROGRAM BACKGROUND							
Budget	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.						
Goals and Objectives	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.						
General Plans for 2009	Not available.						
Contact	Teresa Daviés, Program Manager 858-654-6401, tdavies@semprautilities.com						
Web Site	www.sdge.com/homerebates www.sdge.com/residential/single_family_rebates.shtml						
PROGRAM COMPONENTS							
Program Activities	<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 2008.</p> <table border="0"> <tr> <td>ENERGY STAR dishwasher</td> <td>\$30</td> </tr> <tr> <td>ENERGY STAR air conditioner</td> <td>\$50</td> </tr> <tr> <td>ENERGY STAR refrigerator</td> <td>\$25</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"> • SDG&E and Flex Your Power web sites • Bill inserts and stories in monthly customer newsletter • Point-of-purchase signs • Paid advertisements via radio, print and television • Media advisories and community outreach through events and community based organizations 	ENERGY STAR dishwasher	\$30	ENERGY STAR air conditioner	\$50	ENERGY STAR refrigerator	\$25
ENERGY STAR dishwasher	\$30						
ENERGY STAR air conditioner	\$50						
ENERGY STAR refrigerator	\$25						



ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is coordinated statewide with the other investor-owned utilities in California.
Recycling	Not available.
Behavior Programs	Not available.



ORGANIZATION	Seattle City Light / Seattle Public Utilities							
Type	Water and Electric Utilities							
Service Territory	Seattle City Light serves close to 400,000 residential customers in the city of Seattle and surrounding suburbs. Seattle Public Utilities (SPU) and Seattle City Light (SCL) serve approximately 1.4 million people in the greater Seattle/Saving Water Partnership service territory.							
Program Name	WashWise							
PROGRAM BACKGROUND								
Budget	SCL's & SPU rebate budget for 2008 is \$225,000 each. Total rebate budget is approx \$450,000.							
Goals and Objectives	WashWise is a demand-side management (DSM) program that seeks to save kWh and water.							
General Plans for 2009	Not available.							
Contact	Billie Fisher, Seattle Public Utilities 206-615-1282 billie.fisher@seattle.gov	Andrew Gibb, Seattle City Light 206-684-3466 andrew.gibb@seattle.gov						
Web Site	www.washwiserebate.com/							
PROGRAM COMPONENTS								
Program Activities	<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 1</td> <td>\$50</td> </tr> <tr> <td>CEE Tier 2</td> <td>\$75</td> </tr> <tr> <td>CEE Tier 3</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>		CEE Tier 1	\$50	CEE Tier 2	\$75	CEE Tier 3	\$100
CEE Tier 1	\$50							
CEE Tier 2	\$75							
CEE Tier 3	\$100							
ENERGY STAR	The program rebates ENERGY STAR appliances.							
CEE Specifications	The program uses CEE residential clothes washer specification (Tiers 1, 2, and 3)							
Coordination	Seattle City Light (SCL) and Seattle Public Utilities (SPU), are partners for this program. Portland Energy Conservation Inc. administers the rebates and all marketing aspects of the program since February 2006. SPU and SCL offer the program throughout its direct service and purveyor districts.							
Recycling	The program doesn't include appliance recycling.							
Behavior Programs	None.							



ORGANIZATION	Snohomish County Public Utility District
Type	Electric service provider
Service Territory	290,000 residential customers in Snohomish County & Camano Island, Washington
Program Name	Appliance Rebates
PROGRAM BACKGROUND	
Budget	2008 Budget for appliance rebates is \$785,000 The current budget cycle is January 1, 2008-December 31, 2008
Goals and Objectives	The program kWh goal is 2,628,000 and this is evaluated by number and type of appliances sold.
General Plans for 2009	They anticipate having clothes washer rebates and terminating our dishwasher rebates in 2009.
Contact	Al Bandazy, Sr. Energy Efficiency Program Manager 425-783-1739, ajbandazy@snopud.com
Web Site	www.snopud.com
PROGRAM COMPONENTS	
Program Activities	The program has a downstream focus only. It targets any retail business that sales clothes washers. \$75 consumer rebate for ENERGY STAR® clothes washers \$35 for ENERGY STAR dishwashers. The program does not incorporate any upstream training. Marketing and outreach strategies include some new paper ads, bill inserts, and outreach at fairs and presentations.
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't currently use CEE tiers but they are looking into this.
Coordination	The program isn't currently coordinated with others but they are considering this for the future.
Recycling	They work with JACO Environmental and offer \$30 to turn in an old working refrigerators and freezers. Restrictions apply. Only refrigerators & freezers in working condition qualify. For clothes washer and dishwasher rebates, customers must turn in an application with proof of purchase within 30 days of purchase. For refrigerator/freezer decommissioning the customer contacts and works with JACO directly.
Behavior Programs	No concentrated effort but they do talk about time of use & energy demand with their customers. Currently they have a couple sets of books on energy savings depending on who they are reporting to and their specific rules/requirements. (I.e.: The RTF has a different breakdown on savings than CEE or WashWise.)



ORGANIZATION	Southern California Edison
Type	Utility
Service Territory	The utility serves 4.5 million customers in southern California.
Program Name	ENERGY STAR® Qualified Refrigerator Rebate Program Refrigerator & Freezer Recycling Program
PROGRAM BACKGROUND	
Budget	Not available.
Goals and Objectives	Not available.
General Plans for 2009	Not available.
Contact	Roy Bragg 626-633-3074, Roy.Bragg@SCE.com
Web Site	www.sce.com
PROGRAM COMPONENTS	
Program Activities	The program offers a \$50 rebate for ENERGY STAR qualified refrigerators.
ENERGY STAR	The program provides rebates for ENERGY STAR refrigerators.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is not coordinated with others.
Recycling	Southern California Edison recycles old refrigerators or freezers. Consumers receive a \$50 check for a working refrigerator or freezer. The appliance must be in working condition at the time of pick up and the size of the appliance must be between 10-27 cubic feet.
Behavior Programs	None.



ORGANIZATION	Southern California Gas Company
Type	Utility
Service Territory	Approximately 5 million residential customers throughout Los Angeles County, Orange County, Riverside County, San Bernardino County, Santa Barbara County, San Luis Obispo County, Kern County, Imperial County and Ventura County, CA
Program Name	Single Family Energy Efficiency Rebate Program
PROGRAM BACKGROUND	
Budget	2006-08 / Approximately \$11.5 Million in Incentives
Goals and Objectives	Savings Target: Approximately \$4.7 Million Therms
General Plans for 2009	Plans are to continue with similar measures and rebate amounts – aligning qualification levels consistently with ENERGY STAR standards.
Contact	Darrell Brand, Program Manager 562-803-7402, DBrand@SempraUtilities.com
Web Site	www.socalgas.com/residential/savemoney
PROGRAM COMPONENTS	
Program Activities	<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> <ul style="list-style-type: none"> - ENERGY STAR Qualified Dishwasher = \$30 - ENERGY STAR Qualified Clothes Washer = \$35 <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"> - Southern California Gas and Flex Your Power web sites - Bill inserts and stories in monthly customer newsletter - Point-of-purchase signs - Paid advertisements via radio, print and television - Media advisories and community outreach through events and community based organizations
ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is coordinated statewide with other investor-owned utilities.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	None.



ORGANIZATION	Tacoma Power/Tacoma Public Utilities (TPU)
Type	Public Power and Water Utility
Service Territory	Approximately 155,000 residential customers in Tacoma Washington and areas of Pierce County
Program Name	WashWise Clothes Washer Rebate Program Refrigerator Decommissioning and Recycling Program
PROGRAM BACKGROUND	
Budget	WashWise: The current program budget cycle is September 2007 through December 2008 with a budget of \$239,398.00 Refrigerator Decommissioning and Recycling: The current program budget cycle is June 2007 through December 2008 with a budget of \$390,000.00
Goals and Objectives	WashWise: Rebates of 1,914 units by the end of 2008 Save 2,178,700 kWh; 13,051,240 gallons of water Heighten customer awareness and increase market penetration Refrigerator Decommissioning and Recycling: Remove 3000 old refrigerator and or freezers by the end of December 2008 Save 1,455,800 kWh
General Plans for 2009	WashWise: Plans to continue offering a 3 tiered incentive in 2009 Refrigerator Decommissioning and Recycling Decommissioning: Plans to continue offering free pick up and a \$30 incentive in 2009
Contact	Nola Spice Wise 253-502-8517, nola.spicewise@cityoftacoma.org
Web Site	www.tacomapower.com
PROGRAM COMPONENTS	
Program Activities	WashWise: Downstream focus targeting single-family residential customers, offering mail-in rebates of: Tier 1 - \$50 Tier 2 - \$75 Tier 3 - \$100 Marketing and outreach include: bill inserts, website, community events, workshops, retailer point-of-sales materials, PSAs, Spanish translated materials and the use of posters and displays. Marketing message: save money, energy, water, and help protect the environment. Refrigerator Decommissioning and Recycling: Downstream focus targeting single family residential customers offering a \$30 incentive per unit - up to two units per household. Customer receives a showerhead and aerator and compact fluorescent light bulb. Marketing message: save money, save energy and help protect the environment.
ENERGY STAR	The WashWise rebates ENERGY STAR appliances but the Refrigerator Decommissioning and Recycling program does not.
CEE Specifications	The WashWise uses CEE Tiers 1, 2 and 3 but the Refrigerator Decommissioning and Recycling does not.



Coordination	WashWise: The program is coordinated with other power and water providers in the Puget Sound region Refrigerator Decommissioning and Recycling: The program is coordinated with other power providers in the Puget Sound region
Recycling	Refrigerator Decommissioning and Recycling Program: Customers receive free appliance(s) pick-up and a \$30 incentive for each working refrigerator and or freezer, 10 cubic feet in size or larger with a limit of two units per household
Behavior Programs	Both the WashWise Clothes Washer Rebate and The Refrigerator Decommissioning and Recycling Programs serves to educate customers on resource savings potential and how this benefits the customer and the environment. The message is communicated through personal contacts through our Energy Information Center, local community events, displays, direct mailing, PSAs, websites, point-of- sale information and through the dissemination of educational materials. Savings are claimed using the Regional Technical Forum's Deemed savings and are evaluated by the Bonneville Power Administration. Plans are underway to evaluate the Refrigerator Decommissioning Program.



ORGANIZATION	Western Massachusetts Electric Co. (Northeast Utilities System)
Type	Publicly-held electric utility company
Service Territory	WEMCO serves approximately 185,000 residential customers in western Massachusetts.
Program Name	ENERGY STAR Appliances
PROGRAM BACKGROUND	
Budget	Run on a calendar year cycle, there are currently no plans for 2009.
Goals and Objectives	Not applicable.
General Plans for 2009	ENERGY STAR appliances will be supported as part of the ENERGY STAR consumer products mostly through information presented via web and point-of-purchase.
Contact	Anthony J. Fornuto, Program Administrator 413-787-9329, fornuaj@nu.com
Web Site	www.wmeco.com
PROGRAM COMPONENTS	
Program Activities	The program is consumer-focused. The program does not offer incentives. The program does offer some sales training at retailer outlets. At this time, the program offers a blend of POP, occasional bill inserts and internet resources for consumer education.
ENERGY STAR	The program supports ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is not coordinated with others.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	None.



ORGANIZATION	Wisconsin Focus on Energy
Type	Statewide efficiency program administrator
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	Starting in 2009, Focus on Energy will not have incentives available on ENERGY STAR qualified appliances. The 2009 program year is from January – December 2009.
Goals and Objectives	<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"> • Increasing market penetration of energy-efficient technologies • Increasing consumer awareness for ENERGY STAR products • Increasing electric system reliability • Improving markets for energy-efficient products • Reducing Wisconsin residential utility bills through the use of energy-efficient products. <p>The program does not have savings goals associated with the appliance program.</p> <p>The program collects clothes washer sales data reports from independent appliance retailers that allow the program to calculate the market share of ENERGY STAR qualified clothes washers.</p>
General Plans for 2009	The program will continue to work with appliance retail partners to serve as a resource for information and trainings on ENERGY STAR qualified appliances. Focus on Energy attends various builder and home shows as well as public functions such as state and county fairs to provide information on energy efficiency products to consumers, builders and contractors.
Contact	Bobbi Fey, Wisconsin Energy Conservation Corporation 608-249-9322 ext. 160, bobbif@weccusa.org
Web Site	www.focusonenergy.com
PROGRAM COMPONENTS	
Program Activities	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. Marketing efforts include point-of-purchase labeling at appliance retailers, bill stuffers, and cross promotions through other Focus on Energy programs including the Wisconsin ENERGY STAR Homes and Home Performance with ENERGY STAR programs.



ENERGY STAR	The program rebates ENERGY STAR appliances.
CEE Specifications	The program doesn't use CEE specifications.
Coordination	The program is coordinated statewide. The appliance program is also coordinated with other Focus on Energy residential and commercial programs.
Recycling	The program doesn't include appliance recycling.
Behavior Programs	<p>Focus on Energy is currently conducting a study using Power Cost Monitors to determine savings resulting from having real-time feedback of electrical usage. As part of the study, energy efficiency "tips" are provided to participants which includes behavior tips such as washing full loads of dishes and clothes, etc.</p> <p>Focus programs that have energy impact objectives are evaluated to report unbiased independent estimations of verified gross and verified net energy impacts. Since the appliance program does not claim savings, the program is not evaluated.</p>