

Residential HVAC Programs National Summary

September 2005

**Prepared By:
Consortium for Energy Efficiency
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Note: All information contained in this document was compiled from interviews and documented program information. Every effort was made to provide the most current and accurate information. If a correction is necessary, contact John Taylor, CEE, (617) 589-3949 ext. 228 or JTaylor@CEE1.org.

ORGANIZATION	Alliant Energy-Interstate Power & Light Co. (IPL)										
Type	Utility										
Territory	The utility serves 1.4 million customers in Iowa, Illinois, Minnesota and Wisconsin. However, the Heating, Cooling and Comfort Measure Rebates program is only effective in Iowa and Minnesota.										
PROGRAM BACKGROUND											
Name	Heating, Cooling and Comfort Measure Rebates										
Coordination	The program is coordinated statewide.										
Year Established	1995										
Target Audiences	The program targets residential and business customers.										
Specification Reference	The program references the ENERGY STAR specification.										
Budget Cycle	Annual										
Budget	The program budget is part of an overall budget for the residential prescriptive rebate program.										
Goals and Objectives	The program has kWh, KW and therm savings goals, which are part of overall goals and objectives for the residential prescriptive rebate program.										
Contact	Kim King, Product Manager. 318-786-7649 kimking@alliantenergy.com										
Web Site	www.alliantenergy.com										
PROGRAM COMPONENTS											
Cash Incentives	The program offers the following rebates: Central air conditioners <table border="0"> <tr> <td>SEER 12 – 12.5</td> <td>\$50</td> </tr> <tr> <td>SEER 12.6 – 12.9</td> <td>\$60 – \$90</td> </tr> <tr> <td>SEER 13</td> <td>\$150</td> </tr> <tr> <td>SEER 14</td> <td>\$250</td> </tr> <tr> <td>SEER 15</td> <td>\$350</td> </tr> </table> <p>The program also offers rebates of \$50 - \$350 for ENERGY STAR air source heat pumps, plus \$100 for HSPF of 8.0 or higher (in Iowa only).</p>	SEER 12 – 12.5	\$50	SEER 12.6 – 12.9	\$60 – \$90	SEER 13	\$150	SEER 14	\$250	SEER 15	\$350
	SEER 12 – 12.5	\$50									
SEER 12.6 – 12.9	\$60 – \$90										
SEER 13	\$150										
SEER 14	\$250										
SEER 15	\$350										
	The program offers no incentives for installation.										
Financing	If a customer participates in the loan program, they are not eligible for other incentives on the equipment financed. The program offers financing in Iowa only. All equipment financed through the Low-Interest Financing program must meet the minimum energy efficiency										

	standards. The minimum required amount for each qualified applicant is \$1,500. The maximum amount available is \$25,000. The loan amount includes financing the qualifying equipment only and not the labor cost to install the equipment. The interest rate is a fixed annual percentage based on the term of the loan. Terms range between 0 – 60 months with the corresponding APR between 0 – 6.9 percent. If a customer signs a loan for 12 months, they could borrow the funds interest free.
Training (upstream)	The program offers training for participating dealers as part of the Trade Ally Program.
Verification	A sampling of the rebated equipment is verified as meeting the minimum energy efficiency standards provided by the dealer/customer.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program is marketed by three Trade Ally Account Managers and participating dealers (co-op dollars available to participating dealers), as well as through direct mail, bill inserts, customer newsletter, print advertising, television commercials, and Alliant Energy's program brochure, energy efficiency hotline and web site. The program was also included as part of ENERGY STAR's "Spring into a World of Savings" campaign.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Austin Energy																														
Type	Municipal utility																														
Territory	The utility serves 310,000 residential customers in Austin, Travis County, TX																														
PROGRAM BACKGROUND																															
Name	Austin Energy – Residential Efficiency Programs																														
Coordination	The program is not coordinated with any others, and is solely for Austin residents.																														
Year Established	1982																														
Target Audiences	The program focuses on residential single family & multi-family customers.																														
Specification Reference	The program references the ENERGY STAR specification.																														
Budget Cycle	Annual																														
Budget	The fiscal year 2005 budget is \$11.4 million.																														
Goals and Objectives	The program hopes to achieve a 23 KW reduction.																														
Contact	Jerrel Gustafson, Manager 512-482-5387 jerrel.gustafson@austinenergy.com																														
Web Site	www.austinenergy.com																														
PROGRAM COMPONENTS																															
Cash Incentives	<p>The program offers the following rebates:</p> <p>Split System Central Air Conditioner or Heat Pump</p> <table border="1"> <thead> <tr> <th></th> <th>Existing Construction</th> <th>New Construction</th> </tr> </thead> <tbody> <tr> <td>12 SEER</td> <td>\$100 (multi-family only)</td> <td>\$0</td> </tr> <tr> <td>13 SEER</td> <td>\$275</td> <td>\$250</td> </tr> <tr> <td>14 SEER</td> <td>\$400</td> <td>\$300</td> </tr> <tr> <td>15 SEER</td> <td>\$550</td> <td>\$400</td> </tr> <tr> <td>16 SEER</td> <td>\$600</td> <td>\$450</td> </tr> </tbody> </table> <p>Packaged System Central Air Conditioner or Heat Pump</p> <table border="1"> <thead> <tr> <th></th> <th>Existing Construction</th> <th>New Construction</th> </tr> </thead> <tbody> <tr> <td>12 SEER</td> <td>\$200</td> <td>\$150</td> </tr> <tr> <td>13 SEER</td> <td>\$275</td> <td>\$250</td> </tr> <tr> <td>14 SEER</td> <td>\$400</td> <td>\$350</td> </tr> </tbody> </table>		Existing Construction	New Construction	12 SEER	\$100 (multi-family only)	\$0	13 SEER	\$275	\$250	14 SEER	\$400	\$300	15 SEER	\$550	\$400	16 SEER	\$600	\$450		Existing Construction	New Construction	12 SEER	\$200	\$150	13 SEER	\$275	\$250	14 SEER	\$400	\$350
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	Existing Construction	New Construction																													
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	The program pays contractors for diagnostics in the Duct Diagnostic and Sealing Program and for installation services in the Free Weatherization Services Program.																														

Financing	The program provides financing through a local Credit Union, Velocity Credit Union. Austin Energy buys down the interest rates to as low as 0% interest for energy efficiency improvements
Training (upstream)	The program is developing a home performance contracting training to prepare for certification through the Building Performance Institute (BPI).
Verification	Austin Energy has staff of trained inspectors who perform verifications of 100% of jobs participating in the Austin Energy programs.
MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program reaches its target audience through direct mail.
Past Performance	Past program evaluations are not available.

ORGANIZATIONS	Cape Light Compact, National Grid, Northeast Utilities, NSTAR Electric and Unutil
Type	Cape Light Compact is a municipal aggregator / energy efficiency service provider. The other sponsors are utilities.
Territory	The program's territory consists of the sponsors' service territories throughout the state of Massachusetts.
PROGRAM BACKGROUND	
Name	Massachusetts COOL SMART with ENERGY STAR
Coordination	The program is coordinated statewide in areas served by program sponsors. The program sponsors also support and participate in national and regional entities such as CEE, EPA ENERGY STAR and Northeast Energy Efficiency Partnership, as well as industry organizations such as ACCA and NATE.
Year Established	2004
Target Audiences	The program has both an upstream and downstream focus. It targets residential customers (both new construction and retrofit), HVAC technicians, contractors, and distributors.
Specification Reference	The program references the ENERGY STAR and CEE specifications, as well as the CEE Directory of ARI-verified HVAC Equipment.
Budget Cycle	Annual
Budget	The total program budget is approximately \$2.3 million.
Goals and Objectives	<p>COOL SMART with ENERGY STAR is a residential central air conditioning and air source heat pump rebate program that promotes best installation practices, education, and training for HVAC technicians/contractors, and the sales and purchases of ENERGY STAR qualified high-efficiency air conditioning equipment. In 2005, the program's goal is to complete 1,676 equipment rebates.</p> <p>Other program objectives include:</p> <ul style="list-style-type: none"> ▪ Increasing energy and demand savings by supporting increases to national voluntary specifications and proper installation of high-efficiency HVAC equipment ▪ Developing a contractor infrastructure that supports and promotes quality installation practices ▪ Providing third-party verification of quality installations ▪ Raising consumer awareness and understanding of the benefits of high efficiency HVAC equipment and quality installation practices ▪ Educating customers and assisting contractors in promoting Quality Installation Verification (QIV) services and other aspects of quality installation, including ENERGY STAR equipment installations, checking charge and airflow, proper sizing and NATE certification

Contacts	<p>Kevin Galligan, Cape Light Compact 508-375-6828 kfg@cape.com</p> <p>David Legg, National Grid 508-421-7265 dave.legg@us.ngrid.com</p> <p>Joseph Swift, Northeast Utilities 860-832-4936 Swiftjr@NU.com</p> <p>Richard Moran, NSTAR 413-781-9200 richard_moran@nstar.com</p> <p>Scott O'Loughlin, Unutil 603-773-6454 oloughlin@unitil.com</p>																
Web Site	www.macoolsmart.com																
PROGRAM COMPONENTS																	
Cash Incentives	<p>The program offers the following rebates:</p> <p>ENERGY STAR Central Air Conditioners</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">CEE Tier 1 (Split Systems)</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 1 (Split Systems) with ECM</td> <td style="text-align: right;">\$350</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 2 (Split Systems)</td> <td style="text-align: right;">\$450</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 2 (Split Systems) with ECM</td> <td style="text-align: right;">\$500</td> </tr> </table> <p>ENERGY STAR Air Source Heat Pumps</p> <table style="width: 100%; border-collapse: collapse;"> <tr> <td style="padding-left: 20px;">CEE Tier 1 (Split Systems)</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 1 (Split Systems) with ECM</td> <td style="text-align: right;">\$400</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 2 (Split Systems)</td> <td style="text-align: right;">\$450</td> </tr> <tr> <td style="padding-left: 20px;">CEE Tier 2 (Split Systems) with ECM</td> <td style="text-align: right;">\$600</td> </tr> </table> <p>Equipment incentives will change in 2006.</p> <p>The program offers the following incentives to contractors for participating in QIV:</p> <ul style="list-style-type: none"> ▪ Listing as a QIV service provider on the COOL SMART web site ▪ QIV incentive of \$150 for each rebated system which passes charge and airflow tests and is properly reported to COOL SMART ▪ Free classroom training on QIV testing and procedures ▪ Reimbursement for hands-on QIV field training of up to \$125 after three QIV "passes" by technician ▪ Reimbursement of up to \$150 for purchase of a digital thermometer (flow grid) or hot wire anemometer which meets the program specifications after three QIV "passes" by technician ▪ The program offers the following incentives to contractors participating in NATE training and certification: <ul style="list-style-type: none"> ▪ \$100 for every rebated unit installed by a NATE-certified technician (in air conditioning or heat pump systems) (through August 31, 2005) 	CEE Tier 1 (Split Systems)	\$300	CEE Tier 1 (Split Systems) with ECM	\$350	CEE Tier 2 (Split Systems)	\$450	CEE Tier 2 (Split Systems) with ECM	\$500	CEE Tier 1 (Split Systems)	\$300	CEE Tier 1 (Split Systems) with ECM	\$400	CEE Tier 2 (Split Systems)	\$450	CEE Tier 2 (Split Systems) with ECM	\$600
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CEE Tier 2 (Split Systems) with ECM	\$600																

	<ul style="list-style-type: none"> Up to \$250 reimbursement of registration fee for every attendee who passes a COOL SMART endorsed NATE certification course 																
Financing	The program does not offer a financing component.																
Training (upstream)	<p>In 2005, the program initiated Quality Installation Verification (QIV) services, with expert classroom and hands-on field training. Technicians learn to use leading edge diagnostic tools to check and document proper refrigerant charge and system airflow for ENERGY STAR qualified central air conditioning equipment that is rebated through the program.</p> <p>This service is intended to:</p> <ul style="list-style-type: none"> Empower contractors to test and report on the installation quality for units they install and to help them differentiate themselves from the competition Educate and assist customers in receiving quality installations. <p>The program also provides and schedules NATE tutorial classroom sessions and the corresponding exams</p>																
Verification	<p>The program offers unit incentives for contractors who participate in QIV services. QIV service checks for and reports on optimal refrigerant charge and system air flow, and involves testing installed systems by using specialized tools and reporting results to customers and to COOL SMART. Tools available for this third-party verification process include the Honeywell Service Assistant and the CheckMe! phone-in service. Equivalent tools may also be used with prior program approval. After a residential customer central A/C installation, a QIV participating technician test the system and takes a series of measurements. Cool Smart provides a QIV certificate that is mailed to the customer, providing third-party verification that the technician properly adjusted charge and airflow.</p>																
PROGRAM MARKETING AND EVALUATION																	
Marketing and Outreach Strategy	<p>The following are some of the Marketing and Outreach Strategies implemented by the program:</p> <table border="0"> <tr> <td>COOL Talks</td> <td>Yellow pages</td> </tr> <tr> <td>Direct mail</td> <td>POP at distributors and in person visits with contractors and distributors by circuit riders</td> </tr> <tr> <td>Utility bill inserts and on the bill message</td> <td>Trade shows</td> </tr> <tr> <td>Website</td> <td>Customer brochure</td> </tr> <tr> <td>Internet link at various websites (www.gasnetworks.com)</td> <td>Contractor brochure</td> </tr> <tr> <td>Newspaper, radio</td> <td>ACCA event sponsorship</td> </tr> <tr> <td>Trade publications</td> <td></td> </tr> <tr> <td>National magazines with a local target market (EPA partnership)</td> <td></td> </tr> </table>	COOL Talks	Yellow pages	Direct mail	POP at distributors and in person visits with contractors and distributors by circuit riders	Utility bill inserts and on the bill message	Trade shows	Website	Customer brochure	Internet link at various websites (www.gasnetworks.com)	Contractor brochure	Newspaper, radio	ACCA event sponsorship	Trade publications		National magazines with a local target market (EPA partnership)	
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Direct mail	POP at distributors and in person visits with contractors and distributors by circuit riders																
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Internet link at various websites (www.gasnetworks.com)	Contractor brochure																
Newspaper, radio	ACCA event sponsorship																
Trade publications																	
National magazines with a local target market (EPA partnership)																	
Past Performance	MA Cool Smart does not currently have past program evaluations, but evaluations for individual partners may be available.																

ORGANIZATIONS	Connecticut Light & Power and United Illuminating Company
Type	Utilities
Territory	Connecticut Light & Power has a service territory of 4,400 sq. mi. in Connecticut and serves approximately 1.7 million residential customers. United Illuminating Company (UI) serves 300,000 residential customers in Greater New Haven and Fairfield Counties, CT.
PROGRAM BACKGROUND	
Name	Residential Heating and Cooling Program
Coordination	The program is coordinated by the two utilities in the state of Connecticut.
Year Established	2001. The program only included equipment rebates until 2003, when tune-ups were included.
Target Audiences	This program targets residential HVAC installations in new and existing homes. Equipment efficiency upgrades will be promoted to customers purchasing new systems or replacing existing central air conditioning units that are failing or have failed. Maintenance tune-ups will be promoted to customers with existing systems. North American Technician Excellence (NATE) or other best practice training and certification will be promoted to contractors.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The 2005 final budget for CL&P is \$3.4 million. UI's budget is approximately \$950,000.
Goals and Objectives	The objective of the joint CL&P and UI Residential Heating and Cooling Program is to reduce energy use and system peak demand through residential central air conditioning system equipment upgrades, commissioning of new installations, best practice installation, and tuning-up existing systems. CL&P's goal is the installation of 4,073 units. UI's goal is the installation of 3,400 units. This includes the contractor commissioning incentive, tune-up incentive and customer rebates.
Program Contacts	Joseph Swift, Connecticut Light & Power 860-832-4936 swiftjr@nu.com Ed Schmidt, United Illuminating Company 203-499-2873 ed.schmidt@uinet.com
Program Web Site	CL&P: www.cl-p.com UI: www.uinet.com

PROGRAM COMPONENTS	
Cash Incentives	The program offers a rebate of \$350 for ENERGY STAR central air conditioners and air source heat pumps.
	The program does not offer incentives for installation.
Financing	The program does not offer a financing component.
Training (upstream)	Best practice installation may be pursued on the contractor side by way of enhanced training and recognition provided by the Companies alone, or in conjunction with trade associations such as the CT Heating and Cooling Contractors (CHCC) and NATE.
Verification	On new installations and retrofit installations, if the installing contractor commissions the new equipment with the Honeywell Digital Assistant or similar pre-approved tool, there will be an additional \$50 incentive to the contractor upon successful download of the data from the Honeywell tool. This additional \$50 incentive to the contractor will encourage those who already own the tool to use it correctly and those who do not have the tool to purchase one and get trained to use it.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	<p>The equipment rebates are marketed to residential customers through mass media, direct mail and through contractors supported by program marketing messages and materials. The sponsors may pursue cooperative arrangements with manufacturers and distributors that may lead to industry initiated promotions.</p> <p>Program marketing may focus on cooperative efforts with the contractor community and is statewide. To the extent that budgets allow, marketing may include some or all of the following: distributor and contractor outreach to introduce the 2005 program and incentive levels.</p> <p>Other marketing techniques include:</p> <ul style="list-style-type: none"> ▪ The HVAC section of the companies' web sites to generate awareness of the program ▪ Co-promotion of the equipment rebate and tune-up programs with participating contractors via cooperative advertising initiatives ▪ Direct mail to stressed capacity areas ▪ Localized campaigns in the Community Based Program areas
Past Performance	Past program evaluations are not available.

ORGANIZATION	Long Island Power Authority														
Type	Utility														
Territory	Long Island Power Authority (LIPA) serves over 900,000 residential customers on Long Island, including Nassau and Suffolk Counties with the exception of the following towns: Freeport, Rockville Center and Greenport.														
PROGRAM BACKGROUND															
Name	Cool Homes														
Coordination	The program is not coordinated with any others.														
Year Established	1999														
Target Audiences	The program has an upstream and downstream focus, targeting residential customers on the benefits of quality installation of ENERGY STAR central air conditioners and heat pumps, as well as educating HVAC installers on the benefits of marketing these products.														
Specification Reference	The program references the ENERGY STAR and CEE specifications and uses the ENERGY STAR logo in its marketing materials.														
Budget Cycle	Annual														
Budget	The program allotted \$2.5 million for rebates in 2005														
Goals and Objectives	The program encourages customers to purchase and install energy efficient central air conditioners and geothermal heat pumps by providing financial incentives to offset a portion of the equipment's higher initial cost. The long-range goal is to encourage contractors/distributors to use energy efficiency as a marketing tool, thereby stocking and selling more efficient units and moving the market toward greater efficiency.														
Contact	Maggie Ramos, Program Manager 631-436-4225 mramos@service.lipower.org														
Web Site	www.lipower.org/cei														
PROGRAM COMPONENTS															
Cash Incentives	The program offers the following rebates:														
	<table border="0"> <tr> <td>Central Air Conditioner</td> <td></td> </tr> <tr> <td> CEE Tier 1 (Split Systems)</td> <td>\$250</td> </tr> <tr> <td> CEE Tier 2 (Split Systems)</td> <td>\$350</td> </tr> <tr> <td> CEE Advanced Tier (Split Systems)</td> <td>\$500</td> </tr> <tr> <td>Air Source Heat Pump</td> <td></td> </tr> <tr> <td> 13 SEER, 8 HSPF</td> <td>\$400</td> </tr> <tr> <td> 14 SEER, 8.5 HSPF</td> <td>\$600</td> </tr> </table>	Central Air Conditioner		CEE Tier 1 (Split Systems)	\$250	CEE Tier 2 (Split Systems)	\$350	CEE Advanced Tier (Split Systems)	\$500	Air Source Heat Pump		13 SEER, 8 HSPF	\$400	14 SEER, 8.5 HSPF	\$600
	Central Air Conditioner														
CEE Tier 1 (Split Systems)	\$250														
CEE Tier 2 (Split Systems)	\$350														
CEE Advanced Tier (Split Systems)	\$500														
Air Source Heat Pump															
13 SEER, 8 HSPF	\$400														
14 SEER, 8.5 HSPF	\$600														
The program offers a \$120 incentive to contractor per installation.															

Financing	The program does not offer a financing component.
Training (upstream)	Education is offered to encourage quality installation with an increased focus on proper sizing, airflow and refrigerant charge and compliance with Manual J calculations. Training is also offered on system charging and airflow.
Verification	Field inspections are conducted on 10% of installations through the 2005 program year.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through brochures, bill inserts, the LIPA web site, local newspaper ads, the Yellow Pages, and displays at home shows and energy expos.
Past Performance	Past program evaluations are not made available to the public.

ORGANIZATION	Los Angeles Department of Water and Power																		
Type	Utility																		
Territory	The utility serves 1.2 million residential customers in the City of Los Angeles, CA.																		
PROGRAM BACKGROUND																			
Name	Consumer Rebate Program																		
Coordination	The program is not coordinated with any others.																		
Year Established	2003																		
Target Audiences	The program targets residential consumers in Los Angeles.																		
Specification Reference	The program references tiered efficiency levels for its rebates (see below).																		
Budget Cycle	Annual (fiscal year)																		
Budget	The program's budget is \$1.5 million.																		
Goals and Objectives	The program's goals are 1.8 MW peak savings and 1.4 GWH energy savings.																		
Contact	Ed Petok, Senior Utility Conservation Representative 213-367-4939 ed.petok@ladwp.com																		
Web Site	www.ladwp.com/crp																		
PROGRAM COMPONENTS																			
Cash Incentives	<p>The program offers the following rebates:</p> <p>Central Air Conditioners</p> <p>Split Systems</p> <table> <tr> <td>Tier 1 (13 SEER + TXV bonus)</td> <td>\$200 + \$25</td> </tr> <tr> <td>Tier 2 (14 SEER, TXV required)</td> <td>\$425</td> </tr> <tr> <td>Tier 3 (15 SEER, TXV required)</td> <td>\$500</td> </tr> </table> <p>Packaged Systems</p> <table> <tr> <td>Tier 1 (12 SEER + TXV bonus)</td> <td>\$200 + \$25</td> </tr> <tr> <td>Tier 2 (14 SEER, TXV required)</td> <td>\$425</td> </tr> <tr> <td>Tier 3 (15 SEER, TXV required)</td> <td>\$500</td> </tr> </table> <p>Air Source Heat Pumps</p> <p>Split Systems</p> <table> <tr> <td>Tier 1 (13 SEER, 8.0 HSPF + TXV bonus)</td> <td>\$275 + \$25</td> </tr> <tr> <td>Tier 2 (14 SEER, 8.5 HSPF, TXV required)</td> <td>\$500</td> </tr> <tr> <td>Tier 3 (15 SEER, 8.5 HSPF, TXV required)</td> <td>\$575</td> </tr> </table>	Tier 1 (13 SEER + TXV bonus)	\$200 + \$25	Tier 2 (14 SEER, TXV required)	\$425	Tier 3 (15 SEER, TXV required)	\$500	Tier 1 (12 SEER + TXV bonus)	\$200 + \$25	Tier 2 (14 SEER, TXV required)	\$425	Tier 3 (15 SEER, TXV required)	\$500	Tier 1 (13 SEER, 8.0 HSPF + TXV bonus)	\$275 + \$25	Tier 2 (14 SEER, 8.5 HSPF, TXV required)	\$500	Tier 3 (15 SEER, 8.5 HSPF, TXV required)	\$575
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	<p>Packaged Systems</p> <p>Tier 1 (12 SEER, 7.6 HSPF + TXV bonus) \$275 + \$25</p> <p>Tier 2 (14 SEER, 7.9 HSPF, TXV required) \$500</p> <p>Tier 3 (15 SEER, 7.9 HSPF, TXV required) \$575</p>
Training (upstream)	The program does not offer a training component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through bill Inserts, web promotion, LADWP Service Centers and literature distributed at retail outlets.
Past Performance	Past program evaluations are not available.

ORGANIZATION	MidAmerican Energy Company																																						
Type	Utility																																						
Territory	MidAmerican Energy Company services a 10,600 square-mile area from Sioux Falls, S.D. to the Quad Cities area of Iowa and Illinois. MidAmerican serves 602,218 residential electric customers and 614,230 residential natural gas customers.																																						
PROGRAM BACKGROUND																																							
Name	Residential Equipment Program																																						
Coordination	Dealer involvement in the MidAmerican Energy service territory is vital to the promotion and delivery of the Residential Equipment Program. Two additional partners assist in program implementation: one partner processes program applications and manages rebate distribution (A-TEC) to customers receiving rebates. A second partner manages the financing process.																																						
Year Established	1996 (previously called Efficiency Plus)																																						
Target Audiences	The program targets all Iowa residential customers replacing existing equipment, as well as residential customers purchasing equipment for the first time. Any business that sells or installs qualifying equipment within MidAmerican's Iowa service territory is also targeted. HVAC dealers, plumbers and large retail outlets are predominant trade allies in this program.																																						
Specification Reference	The program does not reference any specifications																																						
Budget Cycle	Multi-year																																						
Budget	<p>The total five-year Residential Equipment Program budget is \$17,664,000.</p> <table border="0"> <tr> <td>2004</td> <td>\$3,297,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2005</td> <td>\$3,464,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2006</td> <td>\$3,548,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2007</td> <td>\$3,637,000</td> <td></td> <td></td> <td></td> </tr> <tr> <td>2008</td> <td>\$3,718,000</td> <td></td> <td></td> <td></td> </tr> </table>				2004	\$3,297,000				2005	\$3,464,000				2006	\$3,548,000				2007	\$3,637,000				2008	\$3,718,000													
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Goals and Objectives	<p>The program goal is to achieve the following energy and demand savings:</p> <table border="0"> <thead> <tr> <th>Year</th> <th>MWh</th> <th>MW</th> <th>Therms (energy)</th> <th>Therms</th> </tr> </thead> <tbody> <tr> <td>(peak)</td> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>2004</td> <td>4,743,194</td> <td>5.348</td> <td>929,400</td> <td>13,420</td> </tr> <tr> <td>2005</td> <td>9,566,922</td> <td>10.828</td> <td>1,858,800</td> <td>26,840</td> </tr> <tr> <td>2006</td> <td>14,471,395</td> <td>16.438</td> <td>2,788,200</td> <td>40,260</td> </tr> <tr> <td>2007</td> <td>19,456,403</td> <td>22.180</td> <td>3,717,600</td> <td>53,680</td> </tr> <tr> <td>2008</td> <td>24,481,713</td> <td>27.987</td> <td>4,647,000</td> <td>67,110</td> </tr> </tbody> </table>				Year	MWh	MW	Therms (energy)	Therms	(peak)					2004	4,743,194	5.348	929,400	13,420	2005	9,566,922	10.828	1,858,800	26,840	2006	14,471,395	16.438	2,788,200	40,260	2007	19,456,403	22.180	3,717,600	53,680	2008	24,481,713	27.987	4,647,000	67,110
Year	MWh	MW	Therms (energy)	Therms																																			
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Contact	John O’Roake 515-252-6764 JTORoake@midamerican.com								
Web Site	www.midamericanenergy.com/rebates								
PROGRAM COMPONENTS									
Cash Incentives	The program offers the following rebates: Central Air Conditioners and Air Source Heat Pumps <table border="0"> <tr> <td>12 SEER, 7.0 HSPF</td> <td>\$50</td> </tr> <tr> <td>13 SEER, 7.0 HSPF</td> <td>\$150</td> </tr> <tr> <td>14 SEER, 7.0 HSPF</td> <td>\$250</td> </tr> <tr> <td>15 SEER, 7.0 HSPF</td> <td>\$350</td> </tr> </table> <p>The program does not offer cash incentives for installation. Iowa customers may choose either the rebate or the financing option, but not both.</p>	12 SEER, 7.0 HSPF	\$50	13 SEER, 7.0 HSPF	\$150	14 SEER, 7.0 HSPF	\$250	15 SEER, 7.0 HSPF	\$350
	12 SEER, 7.0 HSPF	\$50							
13 SEER, 7.0 HSPF	\$150								
14 SEER, 7.0 HSPF	\$250								
15 SEER, 7.0 HSPF	\$350								
	The program does not offer cash incentives for installation.								
Financing	MidAmerican Energy and First American Bank also offer below-prime rates on loans to purchase eligible equipment, as well as a six month same-as-cash option. Iowa customers may choose either the rebate or the financing option, but not both.								
Training (upstream)	Annual trade ally meetings are held as a means to recognize successful trade allies as well as inform them of the latest in energy efficiency programs. The coordination of additional training sessions is in progress.								
Verification	The program does not have a verification component.								
PROGRAM MARKETING AND EVALUATION									
Marketing and Outreach Strategy	MidAmerican reaches its target audiences through periodic meetings, mailings (hard copy and e-mail) and one-on-one visits to dealers to inform them of program opportunities and planned changes. A trade ally specific web site is also available to provide dealers with resources and information to market and deliver program information to customers.								
Past Performance	Past program evaluations are not available.								

ORGANIZATION	National Grid (Narragansett Electric)
Type	Utility
Territory	The utility serves 421,000 residential customers in the state of Rhode Island.
PROGRAM BACKGROUND	
Name	Rhode Island COOL CHANGE with ENERGY STAR
Coordination	The program is coordinated statewide by National Grid's program vendor CSG. National Grid also supports and participates in national and regional working groups on HVAC Quality Installation including CEE, EPA ENERGY STAR and Northeast Energy Efficiency Partnership (NEEP), as well as industry organizations such as ACCA and NATE.
Year Established	2003
Target Audiences	The program targets both upstream and downstream audiences. It targets retrofit and new installations for residential customers, HVAC technicians, contractors, and distributors. New construction HVAC installations are handled through the ENERGY STAR Homes program.
Specification Reference	All eligible equipment must be ENERGY STAR-qualified, listed with and certified by the Air Conditioning and Refrigeration Institute (ARI), and meet program SEER, EER and HSPF requirements as presented in CEE directory of ARI verified equipment as Tier 1 and Tier 2.
Budget Cycle	Annual
Budget	The current program budget is approximately \$250,000.
Goals and Objectives	<p>The program promotes best installation practices, education, and training for HVAC technicians/contractors, and the sales and purchases of ENERGY STAR qualified high-efficiency air conditioning equipment. The program's 2005 goal is 210 equipment rebates.</p> <p>Other program objectives include:</p> <ul style="list-style-type: none"> ▪ Increasing energy and demand savings by supporting increases to national voluntary specifications and proper installation of high-efficiency HVAC equipment ▪ Developing a contractor infrastructure that supports and promotes quality installation practices ▪ Providing third-party verification of quality installations ▪ Raising consumer awareness and understanding of the benefits of high efficiency HVAC equipment and quality installation practices
Contact	David Legg, Principal Analyst 508-421-7265 dave.legg@us.ngrid.com
Web Site	www.ricoolchange.com

PROGRAM COMPONENTS					
Cash Incentives	<p>The program offers the following cash rebates for new or replacement systems installed in 2005:</p> <p>Central Air Conditioner and Air Source Heat Pump (Split Systems)</p> <table style="margin-left: 40px;"> <tr> <td>CEE Tier 1</td> <td style="text-align: right;">\$370</td> </tr> <tr> <td>CEE Tier 2</td> <td style="text-align: right;">\$550</td> </tr> </table> <p>Equipment incentives will change in 2006.</p>	CEE Tier 1	\$370	CEE Tier 2	\$550
	CEE Tier 1	\$370			
CEE Tier 2	\$550				
	<p>The program offers the following incentives for quality installation to contractors:</p> <ul style="list-style-type: none"> ▪ Listing as a QIV service provider on the COOL CHANGE web site ▪ Incentive of \$100 for each rebated system that passes charge and airflow tests and is properly reported to COOL CHANGE ▪ Free classroom and field training on CheckMe! testing and procedures ▪ Free CheckMe! access for rebated systems 				
Financing	The program does not offer a financing component.				
Training (upstream)	The program initiated charge and air flow verification services with CheckMe! in June 2004. Technicians learn to use leading edge diagnostic tools to check and document proper refrigerant charge and system airflow for ENERGY STAR-qualified central air conditioning equipment that is rebated through the program.				
Verification	The program requires testing installed systems by using specialized tools and reporting results to customers and to COOL CHANGE. The platform used for this third-party verification process is the CheckMe! phone-in service which provides immediate feedback to technicians.				
PROGRAM MARKETING AND EVALUATION					
Marketing and Outreach Strategy	The participating contractors are the primary marketing force for the program. The following are some of the other customer and contractor marketing approaches implemented: direct mail; utility bill inserts and on the bill message; COOL CHANGE web site; internet link at various other web sites; in-person visits with contractors and distributors; and, customer and contractor brochures.				
Past Performance	Past program evaluations are not available.				

ORGANIZATION	New Jersey Board of Public Utilities
Type	State government utility regulatory agency
Territory	The agency's service territory includes all New Jersey residents served by electric and gas investor owned utilities (IOUs), or approximately eight million people (the population of New Jersey).
PROGRAM BACKGROUND	
Name	Clean Energy Program – COOL Advantage Program
Coordination	This program is statewide for all jurisdictions and all utility territories. NJBPU works with a wide range of public groups, with several national, regional and state agencies, as well as government, non-profit, industry and public interest organizations, in the development of its programs.
Year Established	The present program began in 2001 under state deregulation legislation. NJBPU has required and sponsored energy efficiency programs since the 1970's
Target Audiences	The program's primary target audiences are contractors and technicians.
Specification Reference	The program generally utilizes ENERGY STAR specifications for its baseline but may raise the requirements for rebates, depending on recommendations of an advisory group and depending on general availability and price of high efficiency equipment.
Budget Cycle	The overall Clean Energy Program has been authorized through 2008. Specific budgets are authorized annually.
Budget	The 2005 budget for all HVAC programs is \$15 million. That amount covers both COOL Advantage and WARM Advantage programs.
Goals and Objectives	Electric Goals for HVAC programs are: <ul style="list-style-type: none"> ▪ Process 17,000 central air conditioner and heat pump rebates statewide ▪ Train at least 500 HVAC technicians on the components listed in the "Training" section below ▪ Add 200 New Jersey HVAC technicians to the list of those who are certified by NATE.
Contacts	Cameron Johnson 609-777-3316 cameron.johnson@bpu.state.nj.us Vince Pedicini 973-648-7214 vincent.pedicini@bpu.state.nj.us
Web Site	www.njcleanenergy.com

PROGRAM COMPONENTS									
Cash Incentives	<p>The program offers the following rebates, as long as documentation that proper installation requirements have been met is provided:</p> <p>Central Air Conditioner</p> <table style="margin-left: 40px;"> <tr> <td>CEE Tier 1 (Split Systems)</td> <td style="text-align: right;">\$200*</td> </tr> <tr> <td>CEE Tier 2 (Split Systems)</td> <td style="text-align: right;">\$400</td> </tr> </table> <p>Air Source Heat Pump</p> <table style="margin-left: 40px;"> <tr> <td>CEE Tier 1 (Split Systems)</td> <td style="text-align: right;">\$300</td> </tr> <tr> <td>CEE Tier 2 (Split Systems)</td> <td style="text-align: right;">\$550</td> </tr> </table> <p>* This rebate will be phased out next year as federal regulations require that all central air conditioning equipment be manufactured to be 13 SEER at a minimum.</p>	CEE Tier 1 (Split Systems)	\$200*	CEE Tier 2 (Split Systems)	\$400	CEE Tier 1 (Split Systems)	\$300	CEE Tier 2 (Split Systems)	\$550
CEE Tier 1 (Split Systems)	\$200*								
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CEE Tier 1 (Split Systems)	\$300								
CEE Tier 2 (Split Systems)	\$550								
	<p>The program offers no specific incentives for installation.</p> <p>However, to ensure that New Jersey residents get the full benefits of an energy-efficient central air conditioner or heat pump (i.e. that it operates as efficiently as its energy rating suggests it should), the equipment rebate will be processed only if the installing contractor submits documentation that the air conditioner or heat pump has been properly sized and installed.</p>								
Financing	No financing is available through this program								
Training (upstream)	<p>The program trains or encourages training for contractors in the following areas:</p> <ul style="list-style-type: none"> ▪ Manual J load calculations (including use of software applications) ▪ Proper charging and airflow ▪ Technical material that must be understood to pass the North American Technician Excellence (NATE) certification test ▪ Duct sealing ▪ Duct design using ACCA Manual D ▪ ENERGY STAR sales techniques ▪ Any other substantial form of training that is directly related to program goals <p>Any training conducted using the same curricula provided by the program, including training provided by industry allies, shall count towards the goal.</p> <p>The program has scheduled NATE training classes with testing sessions held following the training. EHCC provides NATE refresher classes as well as certification testing across New Jersey.</p>								
Verification	Effective July 1, 2005, HVAC firms that have at least 75% of their technicians holding NATE certification will be required to submit only the Manual J sizing calculation and signed certification of proper charge and airflow according to equipment manufacturers specifications as part of the rebate processing requirements.								

PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program is promoted through the New Jersey Clean Energy Program web site (see above) and through bill inserts
Past Performance	Past program performance evaluations can be found at both www.bpu.state.nj.us/cleanEnergy/KemaReport.pdf and www.bpu.state.nj.us/cleanEnergy/KemaA-F.pdf

ORGANIZATION	New York State Energy Research and Development Authority
Type	State research and development authority
Territory	The utility serves the approximately 17 million electric customers of Consolidated Edison Company, Central Hudson Gas and Electric, Orange and Rockland Utilities, Niagara Mohawk, Con Edison, NYSEG, and Rochester Gas and Electric.
PROGRAM BACKGROUND	
Name	New York State Residential ENERGY STAR HVAC Training, Education, Certification, & Awareness (TECA) Program
Coordination	The program is coordinated statewide.
Year Established	2004
Target Audiences	The program targets manufacturers, distributors, and trade, training, and certification organizations.
Specification Reference	The program references the ENERGY STAR specification.
Budget Cycle	Budget cycle information was not provided.
Budget	Budget information was not provided.
Goals and Objectives	<p>The program objectives are to:</p> <ul style="list-style-type: none"> ▪ Develop partnerships between manufacturers, distributors, and trade, training and certification organizations ▪ Build a statewide network of quality-focused residential HVAC contractors that are trained and certified in building sciences and that employ technicians certified by NATE and BPI ▪ Ensure proper installation and service of ENERGY STAR labeled HVAC systems to achieve permanent reductions in energy consumption, peak load, and environmental pollutants.
Contact	John Jones 518-862-1090 jci@nyserda.org
Web Site	www.GetEnergySmart.org
PROGRAM COMPONENTS	
Cash Incentives	The program does not offer equipment incentives.
	Incentives are available for NATE specialty exams (\$65), building analyst training, and NATE-Recognized training (up to \$10,000/offer).
Financing	The program does not include a financing component.

Training (upstream)	Funding and staff support is provided to participating training programs.
Verification	The program does not include a verification component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program offers marketing assistance to program participants.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Pacific Gas and Electric
Type	Utility
Territory	The utility serves five million electric customers and 4.1 million natural gas customers. Its service area stretches from Eureka in northern California to Bakersfield in southern California, and from the Pacific Ocean on the west to the Sierra Nevada mountains in eastern California.
PROGRAM BACKGROUND	
Name	2004 / 2005 HVAC Program
Coordination	The program is coordinated statewide.
Year Established	2002
Target Audiences	This program targets the upstream market for commercial products and the downstream residential market.
Specification Reference	The program currently references both ENERGY STAR and CEE product qualifications utilizing the CEE Directory of ARI-verified HVAC Equipment, which the program links to on its web site for all market actors to reference
Budget Cycle	Biannual
Budget	There was no specific budget identified since the single family programs are a portfolio designed to encompass appliances, home improvement products (including windows and insulation), pool pumps and HVAC with one bottom line budget and energy savings target.
Goals and Objectives	The program has energy savings targets that are part of a greater portfolio.
Contacts	David Manoguerra, Sr. Program Manager – Small HVAC Systems 415-973-1307 dpma@pge.com Jim Hanna, Sr. Program Manager – Large HVAC Systems 530-521-6861 JBH1@pge.com
Web Site	www.pge.com/res/rebates
PROGRAM COMPONENTS	
Cash Incentives	The program offer incentives ranging from \$100 for a VSM to \$625 for CEE’s Advanced Tier HVAC System (SEER 15/12.5 EER).
	The program does not offer cash incentives for quality installation.
Financing	The program does not offer a financing component.
Training (upstream)	Training is offered to contractors by two entities. RCA service providers train contractors on how to operate and conduct established procedures for refrigerant charge. The PG&E Training Center in Stockton, CA offers training in quality installation that covers a variety of topics from duct sealing to proper sizing.

Verification	The program incorporates refrigerant charge and air flow verification through the protocol established by each of the four participating Verified Service Providers (VSPs).
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program is marketed to residential customers through bill inserts and through contractors that support the program. Funding to promote the program is very limited at the present time. The program typically is fully subscribed early with little promotional effort, however.
Past Performance	Past program evaluations and studies, including the 2001 RAS study the Single Family RCP Program study, are available on the CALMAC web site: www.calmac.org .

ORGANIZATION	PacifiCorp (d.b.a. Utah Power)						
Type	Utility						
Territory	The utility provides retail electric service in six western states. Current HVAC energy efficiency efforts are focused in Utah.						
PROGRAM BACKGROUND							
Name	Cool Cash Incentive Program						
Coordination	The program works in close coordination with approximately 200 participating local HVAC contractors and distributors.						
Year Established	2003						
Target Audiences	The program targets residential customers that have already decided to purchase or replace a central AC unit. Outreach efforts also target upstream participation by dealers, supported by available dealer incentives. The program also provides incentives for evaporative cooling, but goals, savings and incentive levels are not included below.						
Specification Reference	Equipment eligibility is verified through ARI efficiency and capacity ratings from www.ariprimer.net.org .						
Budget Cycle	Annual						
Budget	The 2005 central AC program budget is approximately \$2.1 million. <ul style="list-style-type: none"> ▪ \$1.7 million in customer and dealer incentives ▪ \$75,000 for program evaluation ▪ \$325,000 for administration, marketing, and dealer training 						
Goals and Objectives	The objective of program is to increase equipment and installation efficiency of new residential central AC units. The program has a target for net annual energy savings of 1,960 MWh with 5,300 qualifying equipment installations.						
Contact	Cool Cash Incentive Program Administrator 866-428-COOL (2665) CoolCash@utahpower.net						
Web Site	www.utahpower.net/coolcashincentive						
PROGRAM COMPONENTS							
Cash Incentives	The program offers the following cash rebates: <table border="0" style="width: 100%;"> <tr> <td style="padding-left: 20px;">Central Air Conditioner</td> <td></td> </tr> <tr> <td style="padding-left: 40px;">13 SEER with TXV</td> <td style="text-align: right;">\$200</td> </tr> <tr> <td style="padding-left: 40px;">13 SEER with TXV and proper sizing (Manual J)</td> <td style="text-align: right;">\$300</td> </tr> </table> <p>The program offers a \$50 rebate to central AC dealers for applications with qualifying sizing calculation.</p>	Central Air Conditioner		13 SEER with TXV	\$200	13 SEER with TXV and proper sizing (Manual J)	\$300
Central Air Conditioner							
13 SEER with TXV	\$200						
13 SEER with TXV and proper sizing (Manual J)	\$300						
Financing	The program does not offer a financing component.						

Training (upstream)	Dealers are required to attend a utility-sponsored training session that provides an overview of the program and eligibility requirements training on calculating residential cooling loads in compliance with ACCA's Manual J.
Verification	Eligibility of all reported equipment is verified with ARI ratings. Random field inspections of installed units are conducted to verify equipment claimed on application was installed. An annual process and impact evaluation is also conducted to help identify areas for improvement in future program years.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program's primary marketing strategy is leveraging the outreach efforts of participating dealers, and local and national equipment distributors and manufacturers. Supplemental marketing materials include utility bill inserts, press releases, comprehensive program web site, information brochures and fact sheets, and point-of-purchase displays.
Past Performance	Past program evaluations are not available. Over 4,500 people participated in the program in 2003, and nearly 6,300 people participated in 2004.

ORGANIZATION	Sacramento Municipal Utility District								
Type	Municipal electric utility								
Territory	The utility serves approximately 508,000 residential customers in Sacramento County, CA.								
PROGRAM BACKGROUND									
Name	Equipment Efficiency Program								
Coordination	Some program aspects are coordinated with other CA electric utilities.								
Year Established	1990 (approximately) Various components have been added, modified, or deleted in intervening years.								
Target Audiences	The program targets residential home owners, HVAC contractors, and home-improvement retailers.								
Specification Reference	The program references both ENERGY STAR and CEE specifications.								
Budget Cycle	Annual								
Budget	The total program budget is \$2.53 million, including \$1.71 million in rebates. The program offers \$10-15 million in consumer financing.								
Goals and Objectives	The program has the following goals: <ul style="list-style-type: none"> ▪ 2.0 GWh/year ▪ 2.0 MW summer peak-load savings ▪ 2,500 central air conditioners and heat pumps installed ▪ 2,200 window jobs ▪ 1,600 whole-house fans 								
Contacts	Rick Kallett 916-732-5477 rkallett@smud.org Carol Novak 916-732-5443 cnovak@smud.org								
Web Site	www.smud.org/residential/saving/rebate.html								
Program Components									
Cash Incentives	The program offers consumer cash rebates for: <p>Central Air Conditioners</p> <table border="0"> <tr> <td>CEE Tier 2</td> <td>\$200</td> </tr> <tr> <td>CEE Tier 3</td> <td>\$400</td> </tr> </table> <p>Air Source Heat Pumps</p> <table border="0"> <tr> <td>CEE Tier 2</td> <td>\$275</td> </tr> <tr> <td>CEE Tier 3</td> <td>\$475</td> </tr> </table> <p>The program offers up to \$105 for RCA as part of central AC/heat pump installation.</p>	CEE Tier 2	\$200	CEE Tier 3	\$400	CEE Tier 2	\$275	CEE Tier 3	\$475
CEE Tier 2	\$200								
CEE Tier 3	\$400								
CEE Tier 2	\$275								
CEE Tier 3	\$475								

Financing	The program offers SMUD-financed consumer loans for eligible measures up to 10 years at current 7.5% interest.
Training (upstream)	SMUD field staff trains and maintains close contact with contractors and retailers to sustain their support of the program.
Verification	Central AC and heat pump installations are verified per CA Title 24 Building Standards. SMUD provides some quality insurance inspections.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program is marketed primarily by contractors. It also markets itself through the utility bill package, point-of-purchase materials, print ads, the Internet, PR/news, and community events/trade shows.
Past Performance	Past program evaluations are not available.

ORGANIZATION	San Diego Gas and Electric						
Type	Utility						
Territory	SDG&E serves approximately 800,000 residential customers in San Diego County and south of Orange County.						
PROGRAM BACKGROUND							
Name	Single Family Rebate Program						
Coordination	The program is coordinated statewide with investor-owned utilities.						
Year Established	2004						
Target Audiences	The program has a downstream focus. It targets single-family home owners, renters, mobile-homes, and other residential customers up to a four-plex.						
Specification Reference	The program references CEE specifications for HVAC equipment.						
Budget Cycle	Biannual The budget was established for a two-year program, which quickly exhausted by mid-2004. The program re-opened for the summer of 2005 on a seasonal basis and is due to close on September 30, 2005.						
Budget	The two-year program budget is over \$6 million. This budget is not exclusive to HVAC equipment and covers a variety of measures.						
Goals and Objectives	The program has specific kWh, KW, and therms savings targets to achieve within the specified budget and measures						
Contact	Aida Velazquez, Senior Energy Programs Advisor 858-654-6401 avelazquez@semprautilities.com						
Web Site	www.sdge.com						
PROGRAM COMPONENTS							
Cash Incentives	The program offers the following cash rebates: Central Air Conditioners and Air Source Heat Pumps <table border="0"> <tr> <td>CEE Tier 1</td> <td>\$200</td> </tr> <tr> <td>CEE Tier 2</td> <td>\$425</td> </tr> <tr> <td>CEE Tier 3</td> <td>\$500</td> </tr> </table>	CEE Tier 1	\$200	CEE Tier 2	\$425	CEE Tier 3	\$500
	CEE Tier 1	\$200					
CEE Tier 2	\$425						
CEE Tier 3	\$500						
	The program does not offer incentives for installation.						
Financing	The program does not offer a financing component. It does, however, promote the energy loans offered through Viewtech Financial Services, an authorized Fannie Mae financing provider.						
Training (upstream)	The program does not offer a training component.						

Verification	The program has a random inspection process to verify installation.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program is marketed through radio, TV, and newspaper advertising. It also uses bill inserts and articles in the customer newsletter, community events, and various other outreach efforts.
Past Performance	Past program evaluations are available on the CALMAC web site at www.calmac.org .

ORGANIZATION	Southern California Edison										
Type	Utility										
Territory	Southern California Edison's service territory stretches from central California down to San Diego, California. SCE serves four million residential customers.										
PROGRAM BACKGROUND											
Name	Single Family Energy Efficiency Rebate Program (SFEER)										
Coordination	The SFEER Program is coordinated with programs at Pacific Gas & Electric (PG&E) and San Diego Gas & Electric (SDG&E) by the same name.										
Year Established	The program was established in the mid-1990s and has evolved over time.										
Target Audiences	The primary target audience for the program is contractors. The secondary target audience is residential consumers.										
Specification Reference	The program references both ENERGY STAR and CEE specifications.										
Budget Cycle	Annual										
Budget	The 2005 budget for the program is approximately \$3.5 million.										
Goals and Objectives	The program has exceeded its goals for 2005. To date, it has saved 3.5 million kWh and 5.8 MW. In 2004, the program saved 5.6 million kWh and 9.1 MW.										
Contact	Southern California Edison 800-655-4555 www.sce.com										
Web Site	www.sce.com										
PROGRAM COMPONENTS											
Cash Incentives	<p>The program offers the following rebates:</p> <p>Split Systems</p> <table border="0"> <tr> <td>CEE Tier 1</td> <td>\$300</td> </tr> <tr> <td>CEE Tier 2</td> <td>\$625</td> </tr> </table> <p>Packaged Systems</p> <table border="0"> <tr> <td>CEE Tier 1</td> <td>\$300</td> </tr> <tr> <td>CEE Tier 2</td> <td>\$625</td> </tr> </table> <p>Desert Air Conditioning (Central air conditioning only, Climate Zone 15 only)</p> <table border="0"> <tr> <td>14 SEER/12 EER</td> <td>\$700</td> </tr> </table>	CEE Tier 1	\$300	CEE Tier 2	\$625	CEE Tier 1	\$300	CEE Tier 2	\$625	14 SEER/12 EER	\$700
	CEE Tier 1	\$300									
CEE Tier 2	\$625										
CEE Tier 1	\$300										
CEE Tier 2	\$625										
14 SEER/12 EER	\$700										
	The program does not offer cash incentives for quality installation.										
Financing	The program does not offer financing.										

Training (upstream)	The program does not have a training component
Verification	The program does not have a verification component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program sends out marketing materials containing program information to contractors and those in the HVAC industry.
Past Performance	Past program evaluations are available at www.sce.com/AboutSCE/Regulatory/eefilings/Annual_Reports .

ORGANIZATION	Tacoma Power
Type	Utility
Territory	The program serves 140,000 total residential customers and 85,000 single family homes.
PROGRAM BACKGROUND	
Name	Heat Pump System Rebate
Coordination	The program is not coordinated with any others.
Year Established	2005
Target Audiences	The program targets Tacoma Power residential customers with existing electric heat or new construction.
Specification Reference	The program standards exceed ENERGY STAR specification.
Budget Cycle	Biannual (2005 – 2006)
Budget	The program has a budget of \$262,000 for incentives.
Goals and Objectives	The program has an estimated 500,000 kWh savings goal that depends on type of electric heating systems being replaced.
Contacts	Beverly Ivy, Existing Homes 253-502-8660 bivy@ci.tacoma.wa.us Dan Rios, New Construction 253-502-8655
Web Site	www.tacomapower.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers a \$750 rebate for qualifying heat pumps installed with verified tight delivery system.
	The program does not offer cash incentives for quality installation.
Financing	The program does not offer a financing component for HVAC equipment.
Training (upstream)	The program does not incorporate training.
Verification	Field representatives test in and out for verification.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program markets itself through the utility quarterly newsletter and brochures distributed by dealers.
Past Performance	Past program evaluations are not available.

ORGANIZATION	TXU Electric Delivery
Type	Utility
Territory	TXU serves 2.5 million residential customers.
PROGRAM BACKGROUND	
Name	AC Distributor Market Transformation Program
Coordination	The program is administered by a network of equipment distributors.
Year Established	2001 2005 is the last year for this program. In 2006, the focus will be on installations with some consideration for equipment that meets the CEE specifications.
Target Audiences	The program targets residential and small commercial customers with equipment less than 20 tons.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The budget is approximately \$4.2 million for the 2005 program year
Goals and Objectives	The program savings goal is 10 MW.
Contact	Jerry Adams, Senior Program Manager 214-486-5431 jerryadams@txued.com
Web Site	www.txuelectricdelivery.com/efficiency
PROGRAM COMPONENTS	
Cash Incentives	Incentives are paid to participating distributors who share with their participating dealers. The end-use customer benefits from a lower cost to upgrade to a more efficient system. The program's incentives are based upon SEER tiers regardless of size. The minimum equipment efficiency is a 13 SEER ARI rated condenser and coil combination that meet ENERGY STAR specifications.
	The program offers no cash incentives for installation. TXU has a separate program for installation.
Financing	The program does not offer a financing component.
Training (upstream)	Program benefits and details training is offered to participating distributors.
Verification	Installations are verified by on-site inspections, phone calls and mail-outs to end-use customers.

PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The distributor network communicates with their dealers the details of the program. Dealers pass information on to the end use customer. Because TXU Electric Delivery is a Public Utility Commission regulated utility in a deregulated market, it does not market directly to end use customers.
Past Performance	Past program evaluations are available on the Public Utility Commission of Texas web site at www.puc.state.tx.us/electric .

ORGANIZATION	Wisconsin Department of Administration, Focus on Energy
Type	Statewide energy efficiency program, public benefits
Territory	Focus on Energy serves 2.2 Million residential and commercial customers in Wisconsin.
PROGRAM BACKGROUND AND DESCRIPTION	
Name	Efficient Heating and Cooling Initiative (EHCI)
Program Coordination	The program is coordinated with heating and cooling distributors, and national and regional efficiency programs. It is cross-coordinated with other Focus on Energy programs.
Year Established	2001
Target Audiences	The program primarily works with HVAC equipment distributors to deliver the program to contractors, who ultimately deliver the program to consumers. In the past, the program worked exclusively in the residential sectors but now has added businesses as a target consumer. The market channel for business consumers is primarily the same as that used by residential consumers and therefore has allowed the easy integration of business consumers.
Specification Reference	The program does not reference any specifications for residential customers.
Budget Cycle	Annual (fiscal year July 1 to June 30)
Budget	The program budget is \$4.7 million for residential and commercial programs. <ul style="list-style-type: none"> ▪ 90% incentives ▪ 6% labor and overhead costs ▪ 2% marketing ▪ 1% market research ▪ 1% subcontractors
Goals and Objectives	Program goals include: <ol style="list-style-type: none"> 1. Increasing market penetration of energy efficient technologies. 2. Increasing electric system reliability and improving markets for energy-efficient products. 3. Reducing Wisconsin residential utility bills through the use of energy-efficient products.
Contact	Kurt Pulvermacher 608-249-9322 ext 234
Web Site	www.focusonenergy.com

PROGRAM COMPONENTS							
Cash Incentives	<p>The program offers the following cash incentives:</p> <p>Central Air Conditioner</p> <table border="0"> <tr> <td>SEER 12 with Value Added Installation</td> <td>\$100</td> </tr> <tr> <td>SEER 13</td> <td>\$200</td> </tr> <tr> <td>SEER 14</td> <td>\$300</td> </tr> </table>	SEER 12 with Value Added Installation	\$100	SEER 13	\$200	SEER 14	\$300
	SEER 12 with Value Added Installation	\$100					
SEER 13	\$200						
SEER 14	\$300						
	<p>In order for customers to receive \$100 for their SEER 12 installation, their contractor must perform a Value Added Installation. The purpose of the Value Added Installation is to ensure the system is set up with proper airflow and refrigerant charge.</p>						
Financing	<p>The program does not offer a financing component.</p>						
Training (upstream)	<p>The program relies on its strong relationship with equipment distributors to deliver any training that is needed.</p>						
Verification	<p>Forms are reviewed to see if equipment meets requirements. The two biggest areas of conflict are central air conditioner condenser/evaporator combinations and getting Value Added Installation readings that fall within proper ranges.</p>						
PROGRAM MARKETING AND EVALUATION							
Marketing and Outreach Strategy	<p>The program utilizes a top-down approach. It primarily works with distributors, who in turn work with contractors, who ultimately have the most impact on consumers' HVAC decisions.</p>						
Past Performance	<p>www.focusonenergy.com/portal.jsp?pageld=2</p>						