

Residential Home Appliance Programs National Summary

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*Consortium for Energy Efficiency Members

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 Rebecca Foster, CEE, at (617) 589-3949 ext. 207, rfoster@cee1.org or Rachael Shwom, CEE, at (617) 589-3949 ext. 228, rshwom@cee1.org.

Residential Home Appliance Programs Fast Facts 2002

- Combined program service territory exceeds 77.2 million people.
- Over \$83 million is budgeted to promote ENERGY STAR[®] appliances.
- Nearly every program provides retail field support including labeling and training.
- Almost all programs have marketing campaigns that include some form of paid media.
- Most programs are implemented on a statewide or region-wide basis.
- Many program sponsors are making multi-year commitments, some through 2004.
- Sponsors are leveraging other ENERGY STAR-based programs (lighting, homes, and windows) by cross marketing.

Sponsor	ENERGY STAR Platform	Service Territory	State	Residential Customers (millions)	Program End	2002 Budget Total (\$millions)	Clothes Washers		Dishwashers		Refrigerators		Room Air Conditioners	
							Incentive	Type	Incentive	Type	Incentive	Type	Incentive	Type
Blachly-Lane	Yes	Eugene	OR	0.003	Dec. 31 2001	0.005	\$50	Mail-in	\$20	Mail-in	\$25	Mail-in	-	-
BPA	Yes	OR, WA, ID, MT	OR, WA, ID, MT	8.0	-	-	-	-	-	-	-	-	-	-
Emerald PUD	Yes	Eugene	OR	0.02	Ongoing	0.135	\$100	Mail-in	\$30	Mail-in	\$75	Mail-in	-	-
Eugene WEB	Yes	Eugene	OR	0.07	Ongoing	-	\$45-\$125	Mail-in	\$30	Mail-in	-	-	\$40	Mail-in
Lane Electric Coop	Yes	Eugene	OR	0.01	Ongoing	0.05	\$85	Mail-in	\$50	Mail-in	\$65	Mail-in	-	-
LOTT	Yes	Western WA	WA	.08	Ongoing	-	\$100	Mail-in	-	-	-	-	-	-
NEEA	Yes	OR, WA, ID, MT	OR, WA, ID, MT	11.0	Dec. 2003	2.0	-	-	-	-	-	-	-	-
OOE	No	OR	OR	3.0	Ongoing	-	\$160-\$230	Tax Credit	\$60	Tax Credit	\$30-\$70	Tax Credit	-	-
Seattle City Light	No	Seattle	WA	0.7	-	-	\$75	Mail-in	-	-	-	-	-	-
Snohomish County PUD	Yes	Snohomish County	WA	0.25	Dec. 31 2002	0.48	\$100	Mail-in	\$35	Mail-in	-	-	-	-
Springfield Utility Board	Yes	Springfield	OR	0.05	Ongoing	-	\$130	Mail-in	\$30	Mail-in	\$60	Mail-in	-	-
City of Anaheim	Yes	Anaheim	CA	0.3	February 2004	.23	\$100	Mail-in	\$50	Mail-in	\$100	Mail-in	\$50	Mail-in
City of Millbrae	No	Millbrae	CA	0.02	Ongoing	.006	\$75	Mail-in	-	-	-	-	-	-
EBMUD	Yes	Oakland	CA	1.3	Ongoing	.5	150	Mail-in	-	-	-	-	-	-
LADWP	Yes	Los Angeles	CA	1.3	Ongoing	3.0 ^(a)	-	-	-	-	-	-	-	-
MWD	Yes	Southern California	CA	17	Ongoing	0.57	\$25-\$75	Mail-in	-	-	-	-	-	-
PG&E	Yes	Northern and Central CA	CA	12	Dec. 31 2002	12 ^(a)	\$75	Mail-in	\$50	Mail-in	-	-	\$50	Mail-in
Riverside Public Utilities	Yes	Riverside	CA	0.09	Ongoing	-	\$100	Mail-in	\$50	Mail-in	\$100 \$25	Mail-in Recycling	\$50	Mail-in
SMUD	Yes	Sacramento	CA	.5	August 2002	1.57 ^(a)	\$75-\$125	Mail-in	-	-	\$50	Recycling	\$50	Mail-in
SDCWA	No	San Diego County	CA	2.9	June 30 2004	2.8	\$125	Instant	-	-	-	-	-	-
SDG&E	Yes	San Diego	CA	1.2	Dec. 31 2002	.57	\$75	Mail-in	\$50	Mail-in	-	Mail-in	\$50	Mail-in

(a) In these instances, appliance budgets are mixed with other program budgets, e.g. Lighting or HVAC.

Sponsor	ENERGY STAR Platform	Service Territory	State	Residential Customers (millions)	Program End	2002 Budget Total (\$millions)	Clothes Washers		Dishwashers		Refrigerators		Room Air Conditioners	
							Incentive	Type	Incentive	Type	Incentive	Type	Incentive	Type
SCVWD	Yes	Santa Clara Valley	CA	1.7	June 30 2004	-	\$100	Mail-in	-	-	-	-	-	-
Silicon Valley Power	Yes	Santa Clara	CA	0.1	Ongoing	0.13	-	-	\$50	Mail-in	\$75	Mail-in	-	-
SCE	Yes	Southern California	CA	4.2	-	-	-	-	-	-	-	-	-	-
SoCal Gas	Yes	Southern California	CA	5.0	May 31 2001	1.8	\$75	Mail-in	\$50	Mail-in	-	-	-	-
Austin Energy	Yes	Austin	TX	0.3	Ongoing	8.7 ^(a)	\$100	Mail-In	-	-	-	-	\$50	Mail-In
City of Albuquerque	No	Albuquerque	NM	0.48	Ongoing	0.1	\$100	Bill Credit	-	-	-	-	-	-
City of Austin	Yes	Austin	TX	0.6	Ongoing	0.1	\$100	Mail-in	-	-	-	-	-	-
City of Boulder	No	Boulder	CO	0.1	Ongoing	0.03	\$75	Mail-in	-	-	-	-	-	-
ComEd	Yes	Chicago	IL	3.2	Ongoing	0.06	-	-	-	-	-	-	-	-
Denver Water	No	Denver	CO	1.0	Ongoing	-	-	-	-	-	-	-	-	-
MGE	Yes	Madison	WI	0.13	Ongoing	-	-	-	-	-	-	-	-	-
Minnesota Dept. of Commerce	Yes	MN	MN	4.8	Ongoing	0.007	-	-	-	-	-	-	-	-
Muscatine Power & Water	Yes	Muscatine	IA	0.009	Ongoing	-	\$50	Mail-in	\$50	Mail-in	\$50-\$100	Mail-in	\$25-\$50	Mail-in
Waverly Light and Power	Yes	Waverly	IA	0.009	Ongoing	-	\$100	Mail-in	\$25-\$50	Mail-in	\$50	Mail-in	\$25-\$50	Mail-in
WECC	Yes	32 Utilities in WI	WI	3.0	June 2003	2.9 ^(a)	-	-	-	-	-	-	-	-
Xcel Energy-MN	Yes	MN	MN	1.35	Ongoing	12.0 ^(a)	-	-	-	-	\$55	Mail-In	\$30	Mail-in
LIPA	Yes	Long Island	NY	1.0	Dec. 2003	3.1	\$75	Mail-in	-	-	-	-	\$75	Bounty
NYSERDA	Yes	NY	NY	17.0	Ongoing	20.7 ^(a)	-	-	-	-	-	-	\$75	Bounty
NEEP Utilities	Yes	MA, RI, CT, VT, NH, NY	MA, RI, CT, VT, NH	5.6	Ongoing	10.0	\$25-\$75	SPIFFS & mail-in	\$25	Mail-in	\$25	Mail-in	\$25	Mail-in
State of Maryland	Yes	MD	MD	5.2	July 2004	-	5%	Tax exemption	-	-	5%	Tax exemption	5%	Tax exemption
TOTALS				77.2		83.5								

(a) In these instances, appliance budgets are mixed with other program budgets, e.g. Lighting or HVAC.

Northwest

Sponsor:	Blachly-Lane Electric Cooperative
ENERGY STAR Platform:	Yes
Service Territory:	3,000 residents of Eugene, OR
Program Name:	Appliance Rebate Program
Implementation:	Programs end December 31, 2002.
2002 Budget:	\$5000
Goals & Objectives:	To promote and encourage sales of energy-efficient appliances.
Program Description:	Blachly-Lane Electric Cooperative administers a customer incentive program with the aim of increased market share for ENERGY STAR-qualified appliances.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified clothes washers used with an electric water heater. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$20 rebate for ENERGY STAR-qualified dishwashers used with an electric water heater. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$25 rebate for ENERGY STAR-qualified refrigerators.
Field Support:	Blachly-Lane utilizes a contractor to train retailers about ENERGY STAR and energy efficiency.
Marketing:	The program is promoted through a monthly newsletter, the web page, and the contractor.
Further Information:	Joe McFadden ☎ 541-688-8711 ✉ mcfaddenj@blachlylane.com www.blachlylane.coop


Sponsor:	*Bonneville Power Administration (BPA)
Service Territory:	8 million residential customers in Washington, Oregon, Idaho, and half of Montana
Program Description:	<ul style="list-style-type: none"> ▪ Bonneville Power Administration provides funding for regional activities and develops programming for utilities to which it provides power. ▪ BPA runs a Conservation Renewables Discount Program, which allows utilities to claim savings from ENERGY STAR-qualified appliances and receive discounts in the cost of their power purchases.
Further Information:	Ken Keating ☎ 503-230-5857 ✉ kmkeating@bpa.gov

Sponsor:	Emerald Peoples Utility District
ENERGY STAR Platform:	Yes
Service Territory:	17,000 residents of Eugene, OR
Program Name:	Appliance Rebate Program
Implementation:	Ongoing
2002 Budget:	Over \$135,000 is budgeted for appliance incentives.
Goals & Objectives:	Goals of the program are to save energy, provide a service to customers that saves them money and increases their comfort at home, and to create an environmentally sustainable energy source through conservation.
Program Description:	The Appliance Rebate Program offers customer incentives on three ENERGY STAR appliances.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified washers used with an electric water heater. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$30 rebate for ENERGY STAR-qualified dishwashers used with an electric water heater. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for ENERGY STAR-qualified refrigerators.
Field Support:	Emerald PUD utilizes a local company, The Energy Outlet, to train retailers about its programs and energy efficiency.
Marketing:	The program is promoted through a bi-monthly newsletter, messages on bills, and POPS displays.
Further Information:	Sandy Marr ☎ 541-744-7421 ✉ sandy@epud.org 🌐 www.epud.org

Sponsor:	*Eugene Water & Electric Board
ENERGY STAR Platform:	Yes
Service Territory:	76,000 electric customers in Eugene, OR
Program Name:	Energy Saving Home Appliance Rebate Program (Energy SHARP)
Implementation:	Program is ongoing with yearly renewal.
2002 Budget:	Not Supplied
Goals & Objectives:	The aim is 5,800 customer contacts in 2002.
Program Description:	Eugene Water & Electric Board's Energy SHARP Program combines customer incentives on ENERGY STAR-qualified appliances with retailer training.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$125 rebate for ENERGY STAR-qualified clothes washers supplied by an electric water heater. ▪ \$45 rebate for ENERGY STAR-qualified clothes washers supplied by a gas water heater. <p>Dishwashers</p> <ul style="list-style-type: none"> ▪ \$30 rebate for ENERGY STAR-qualified products. Must specify whether <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$40 rebate for ENERGY STAR-qualified products.
Field Support:	Eugene Water & Electric Board distributes POP, applications, qualifying products lists, and training manuals to local retailers.
Marketing:	The program is primarily promoted through retailers.
Further Information:	Rob Roy ☎ 541-484-1125 ✉ rob.roy@eweb.eugene.or.us 🌐 www.eweb.org

Sponsor:	Lane Electric Coop
ENERGY STAR Platform:	Yes
Service Territory:	12,000 residents of Eugene and Lane County, OR
Program Name:	Appliance Rebate Program
Implementation:	Program is ongoing with yearly renewal.
2002 Budget:	\$50,000
Goals & Objectives:	To assist in the market transformation process and to encourage the sale of energy-efficient appliances.
Program Description:	Lane Electric Coop provides mail-in customer rebates for ENERGY STAR-qualified appliances.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$85 rebate for ENERGY STAR-qualified clothes washers used with an electric water heater. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers used with an electric water heater. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$65 rebate for ENERGY STAR-qualified units.
Field Support:	None
Marketing:	The Coop publishes regular articles in its member magazine and includes the program in bill inserts.
Further Information:	Randy Boyd & Brian McGinn ☎ 541-484-1151 ✉ randy.boyd@laneelectric.com & brian.mcgin@laneelectric.com 🌐 www.laneelectric.com

Sponsor:	LOTT Wastewater Alliance
ENERGY STAR Platform:	Yes
Service Territory:	80,000 residents of Lacey, Olympia, Tumwater & Thurston Counties in Washington
Program Name:	Wastewater Reduction Program
Implementation:	Throughout 2002 and will be requesting funding for 2003.
2002 Budget	Not available
Goals & Objectives:	To encourage the conservation of water and help diminish flow to wastewater treatment facilities.
Program Description:	The LOTT Wastewater Management Partnership and the water utilities of the participating counties have joined in a regional partnership to promote the use of water and energy efficient washing machines. LOTT offers 450 rebates for purchase of qualifying washing machines as part of their efforts to manage wastewater in the region.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified clothes washers.
Field Support:	None
Marketing:	Inserts in ENERGY STAR brochures, newspapers, press releases
Further Information:	Karla Fowler ☎ 360-664-2333 ext. 100 ✉ karlafowler@lotionline.org 🌐 www.lotionline.org

Sponsor:	*Northwest Energy Efficiency Alliance (NEEA)
ENERGY STAR Platform:	Yes
Service Territory:	OR, WA, ID and MT serving 11 million residential customers
Program Name:	ENERGY STAR Home products program (<i>formerly Washwise</i>)
Implementation:	March 1, 2000-December 31, 2003
2002 Budget:	Total: \$ 2 million Marketing: \$ 950,000
Goals & Objectives:	<ul style="list-style-type: none"> ▪ Create increased consumer brand awareness and purchase of ENERGY STAR qualified products sold in the white goods retail channel. ▪ Stimulate growth in the market resulting in a wider variety of products on the sales floor. ▪ Create a strong retail network designed to enhance salesperson knowledge across all ENERGY STAR-labeled product categories. ▪ Create cooperative partnerships with retailers and manufacturers to increase opportunities to promote ENERGY STAR-qualified products and benefits. ▪ Develop partnerships with local utilities to leverage funds targeted for local resource acquisition programs.
Program Description:	<p>This venture is designed to promote ENERGY STAR-qualified home products, including appliances, home electronics and other product categories. The main strategies are:</p> <ul style="list-style-type: none"> ▪ Support retailers who sell ENERGY STAR-qualified appliances and other home products with field services, merchandising, and sales training. ▪ Provide public relations and media outreach to support ENERGY STAR awareness. ▪ Coordinate utility incentive programs with retailer product promotions. ▪ Offer strong marketing incentives to leverage retailer and manufacturer activities to promote the ENERGY STAR brand.
Incentives:	No product or sales incentives will be offered through the program. However, local utilities may be offering incentives in their local service territories through those retailers participating in the program.
Field Support:	<p>Field representatives provide the following:</p> <ul style="list-style-type: none"> ▪ Retail support with in-store merchandising and POP. ▪ Utility outreach support. ▪ Support cooperative retail promotional efforts. ▪ Data collection of products and pricing. ▪ Participation in home shows and model homes.
Marketing:	<p>Promotional activities will focus on a broader selection of products, such as “suites” of appliances, through cooperative advertising and in-store brand awareness. In addition to media outreach efforts to support placement of ENERGY STAR PSAs and related utility promotions, this program will expand marketing to offer a special Cooperative Marketing Fund that encourages manufacturers, buyers groups and retailers to propose projects designed to promote the ENERGY STAR brand identity and qualified products carried at the store level.</p> <p>Local utilities provide marketing support with bill inserts, print ads, and lobby displays. Other marketing includes:</p> <ul style="list-style-type: none"> ▪ POP materials such as brochures, displays, and stickers ▪ Home shows and community events ▪ Pilot promotions
Further Information:	<p>Marci Sanders ☎ 503-827-8416 ext. 245 ✉ msanders@nwalliance.org  www.nwalliance.org</p>

Sponsor:	*Oregon Office of Energy (OOE)
ENERGY STAR Platform:	No
Service Territory:	Over 3 million Oregon residents
Program Name:	Oregon Residential Energy Tax Credit Program
Implementation:	Ongoing
2002 Budget:	Not Available
Goals & Objectives:	To reduce resource use and promote energy efficiency in support of regional and national market transformation programs.
Program Description:	This program provides a tax credit to Oregon residents for the purchase of energy-efficient clothes washers, refrigerators, and dishwashers, furnaces, heat pump and air conditioning systems, heat and energy recovery ventilation systems, water heaters, wastewater heat recovery, certified duct systems, fuel cells, geothermal heat pump systems, renewable energy systems, and alternative fuel vehicles. The program also includes a component for the new homes market.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$160-230 tax credit for qualifying models. The credit is based on the amount of energy saved over standard models. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$60 tax credit for qualifying dishwashers. Specification matches ENERGY STAR for these products. This tiered rebate is based on annual kilowatt-hours of savings. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$30-70 tax credit for qualifying refrigerators, which must be at least 15% better than the 2001 minimum standard.
Field Support:	Training is offered to participating retailers by OOE staff.
Marketing:	Oregon Office of Energy promotes the program through quarterly mailings to retailers. They also market the tax-credit through the other programs administered by their office and promote it at special events such as conferences and home shows.
Further Information:	Charlie Stephens ☎ 503-378-4298 ✉ charles.m.stephens@state.or.us www.energy.state.or.us/res/tax/taxcdt.html

Sponsor:	*Seattle City Light
ENERGY STAR Platform:	No
Service Territory:	680,000 residents of Seattle
Program Name:	WashWise
Program Description:	<ul style="list-style-type: none"> ▪ Seattle City Light is active in appliance programming and partners with Seattle Public Utilities to fund 50% of the rebates in their services area on qualifying clothes washers. ▪ Customers of Seattle Public Utilities or one of the participation wholesale water purveyors are eligible for the rebates.
Incentives:	<p>Clothes Washer:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for CEE-qualified clothes washers.
Marketing:	The marketing is done through SPU. Bill stuffers and web posting on Seattle City Light and SPU.
Further Information:	Yen Chin ☎ 206-684-4290 ✉ Yen.Chin@ci.seattle.wa.us

Sponsor:	Snohomish County PUD
ENERGY STAR Platform:	Yes
Service Territory:	250,000 residents of Snohomish County & Camano Island, WA
Program Name:	Appliance Rebate Program
Implementation:	The current program will end December 31, 2002 due to exhausted funds.
2002 Budget:	\$480,000
Goals & Objectives:	Market transformation for energy-efficient appliances.
Program Description:	The Appliance Rebate Program utilizes mail-in customer incentives to increase consumer interest in and sales of energy-efficient products.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified clothes washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$35 rebate for qualified dishwashers. Snohomish County PUD maintains own qualified products list for this rebate (Same as ENERGY STAR).
Field Support:	None
Marketing:	Promotion for this program includes POP materials, news releases, and retailer advertising.
Further Information:	Tina Sachsenmaier ☎ 425-304-1733 ✉ tlsachsenmaier@snopud.com www.snopud.com/water/Eswasher/htm

Sponsor:	Springfield Utility Board
ENERGY STAR Platform:	Yes
Service Territory:	50,000 residential customers in Springfield, OR
Program Name:	Appliance Rebate Program
Implementation:	Ongoing
2002 Budget	Not Available
Goals & Objectives:	The program goal for 2002 is 450 rebates.
Program Description:	The rebate program, which started in January 2000, provides mail-in incentives for the purchase of clothes washers, dishwashers, and refrigerators that carry the ENERGY STAR label.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$130 rebate for ENERGY STAR-qualified clothes washers used with an electric water heater. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$30 rebate for ENERGY STAR-qualified dishwashers used with an electric water heater. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$60 rebate for ENERGY STAR-qualified units.
Field Support:	None
Marketing:	Newsletters and quarterly flyers are distributed to utility customers to promote the program. In addition, area dealers advertise the rebates in newspapers and at their stores.
Further Information:	Keith Lockhart ☎ 541-744-3776 ✉ keithl@subutil.com http://www.subutil.com/consrvtn.htm

California

Sponsor:	City of Anaheim
ENERGY STAR Platform:	Yes
Service Territory:	330,000 residents of the City of Anaheim
Program Name:	Home Incentives Program
Implementation:	Original program began February 2, 1999. The current agreement adding additional incentive items was effective February 8, 2002 for one year with the option of two, one-year extensions taking the agreement through February 8, 2004.
2002 Budget:	\$330,000 for fiscal year 2002/2003.
Goals & Objectives:	To provide savings for customers and to reduce water demand by 15% by 2020 and reduce electric demand. To encourage market transformation.
Program Description:	In addition to the financial incentives, the City of Anaheim is providing program brochures and POPS displays to 30 local retailers.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified washers or CEE approved washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$100 ENERGY STAR-qualified refrigerators. <p>Room air conditioners:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified room air conditioners.
Field Support:	City of Anaheim provides program information and displays to local retailers. In addition, they use a contractor to label qualifying appliances and act as a liaison to the vendors.
Marketing:	Direct mail, newspaper ads, bill inserts, and articles in newsletters are used to promote the program.
Further Information:	Cathy Templeton ☎ 714-765-4256 ✉ cat@anaheim.net www.anaheim.net/utilities/index.html

Sponsor:	City of Millbrae Public Works
ENERGY STAR Platform:	No
Service Territory:	Over 21,000 residents of Millbrae
Program Name:	High Efficiency Clothes Washer Rebate Program
Implementation:	The program began in 1997 and is ongoing.
2002 Budget:	\$6,000 (part of toilet rebate program)
Goals & Objectives:	Not Supplied
Program Description:	The program, which is part of the Urban Water Management Plan, provides rebates and promotional marketing for water-efficient clothes washers.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for CEE-qualified clothes washers.
Field Support:	None
Marketing:	Advertising appears in newspapers, on television, as bill inserts and in city reports and guides.
Further Information:	Catherine Allin ☎ 650-259-2348 ✉ callin@ci.millbrae.ca.us www.ci.millbrae.ca.us

Sponsor:	East Bay Municipal Utility District
ENERGY STAR Platform:	Yes
Service Territory:	Approximately 1.3 million people in most of Alameda and Contra Costa Counties.
Program Name:	Bay Area Water Utility Clothes Washer Rebate Program
Implementation:	EBMUD has offered high-efficiency clothes washer rebates since 1995. From 1994 through 2000 the program was implemented in conjunction with energy utility rebate offers. Beginning in January 2001, EBMUD was among five Bay Area water utilities that coordinated a regional rebate offer separate from an energy utility program. In 2001, the water utility partnership expanded and was awarded a two-year, \$1.7 million in matching rebate funds through a State administered CALFED grant program. The partnership continues to grow and beginning July, 2002 will include eight agencies serving 108 Bay Area communities. Rebate amounts vary by agency and community.
2002 Budget:	\$525,000
Goals & Objectives:	Water savings from increased saturation of high-efficiency clothes washers in the EBMUD water service area.
Program Description:	Consumer rebates for high-efficiency clothes washer purchase and installation. Participating utilities contract with the same program administrator for grant funding management, rebate processing services, and program materials development.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$150 rebate per Energy Star labeled Clothes Washer
Field Support:	EBMUD staff routinely conducts field visits to clothes washer retailers.
Marketing:	The program is marketed primarily at point of purchase. The program administrator develops and provides point-of-purchase materials and program announcements. Participating agencies conduct retail store visits and promote the program through their Internet Web sites, bill inserts, and customer notices.
Further Information:	Mike Hazinski ☎ 541-484-1151 ✉ mhazinsk@ebmud.com www.ebmud.com

Sponsor:	*Los Angeles Department of Water and Power (LADWP)
ENERGY STAR Platform:	Yes
Service Territory:	City of Los Angeles (1.3 million customers)
Program Name:	Not yet decided
Implementation:	July 1, 2002
2002 Budget:	\$3 million
Goals & Objectives:	Promote residential energy efficiency
Program Description:	LADWP intends to provide cash rebates for the purchase and use of high efficiency products. The menu of qualifying purchases and rebate levels will be similar to the rest of California.
Incentives:	None at this time
Further Information:	Ed Petok ☎ 213-367-4939 ✉ Ed.Petok@ladwp.com www.ladwp.com

Sponsor:	Metropolitan Water District (MWD)
ENERGY STAR Platform:	Yes
Service Territory:	Approximately 17 million people in Los Angeles, Orange, San Diego, Riverside, San Bernardino and Ventura counties
Program Name:	High Efficiency Clothes Washer Rebate Program
Implementation:	The program began in 1995 and is ongoing.
2002 Budget:	\$570,000
Goals & Objectives:	To transform the market to a state where high efficiency clothes washers are the norm for customer purchase.
Program Description:	MWD was awarded \$925,000 in CALFED grant funds to rebate 10,000 High Efficiency Clothes Washers. MWD will provide a total rebate of \$100 per washer.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$25 rebates from MWD for ENERGY STAR- and CEE- qualified washers with a water factor of less than or equal to 11. This rebate is added to the rebates offered by its participating water agencies, which include City of Anaheim and San Diego County Water Authority. ▪ \$75 rebates from CALFED for ENERGY STAR- and CEE-qualified washers with a water factor of less than or equal to 11.
Field Support:	None
Marketing:	The member agencies use a variety of marketing options, such as bill stuffers, POP materials, public service announcements via local cable television and web site promotion.
Further Information:	Carlos de Leon ☎ 213-217-6594 ✉ jdeleon@mwdh2o.com

Sponsor:	*Pacific Gas & Electric (PG&E)
ENERGY STAR Platform:	Yes
Service Territory:	12 million residents in northern and central California
Program Name:	2002 Home Energy Efficiency Rebate Program
Implementation:	December 31, 2002
2002 Budget:	\$12 million combined for home improvement, appliances, and HVAC .
Goals & Objectives:	Not supplied
Program Description:	This incentive program combines strong retailer participation with a marketing campaign that encompasses all of PG&E's residential consumer programs, under the California Flex your Power campaign.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for ENERGY STAR-qualified clothes washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers. <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$50 rebate on ENERGY STAR-qualified models.
Field Support:	Retailers sign a retailer participation agreement, carry qualified products, and keep rebate applications at their stores. Over 590 storefronts participated in 2001.
Marketing:	The program is marketed through retailers, bill inserts, informational mailings, and web sites at PG&E and Flex your Power.
Further Information:	Ila Homsher ☎ 415-973-3288 ✉ imh2@pge.com 🌐 www.pge.com

Sponsor:	Riverside Public Utilities
ENERGY STAR Platform:	Yes
Service Territory:	90,000 residents of Riverside, CA
Program Name:	ENERGY STAR Rebate Program, ENERGY STAR Campaign
Implementation:	Ongoing
2002 Budget:	Not Available
Goals & Objectives:	To provide consumer rebates on almost all ENERGY STAR-qualified (residential and commercial) appliances and products.
Program Description:	Riverside Public Utilities currently offers customer incentives on ENERGY STAR-qualified appliances.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified clothes washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$100 rebates for ENERGY STAR-qualified models ▪ \$25 turn-in incentive for recycling old or second refrigerators <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$50 for ENERGY STAR-qualified models <p>Incentive tables are available at www.riversidepublicutilities.com.</p>
Field Support:	City of Riverside provides rebate information and brochures to local vendors. Staff will also provide presentations on RPU programs upon request.
Marketing:	Using the ENERGY STAR platform, Riverside Public Utilities prints ads in local newspapers (Spanish and English), and distributes brochures to local vendors. Program information is also distributed throughout RPU service territory and at local community events.
Further Information:	Michele Kovach ☎ 909-826-5817 ✉ mkovach@ci.riverside.ca.us www.riversidepublicutilities.com

Sponsor:	*Sacramento Municipal Utility District (SMUD)
ENERGY STAR Platform:	Yes
Service Territory:	464,000 residential customers in Sacramento, CA
Program Name:	Appliance Efficiency Program
Implementation:	SMUD has been offering rebates for and promoting high-efficiency appliances for over 10 years. The current appliances program design is for calendar year 2002. The Old Refrigerator Pickup & Recycling Program runs September 2001-March 2002, with a possible two-month extension in Summer 2002.
2002 Budget:	Appliances Total: \$722,000; Incentives: \$40,000 Recycling Total (Legislative funding): \$847,000, plus \$350,000 supplemental pending approval; Incentives: \$198,000 plus \$80,000 supplemental
Goals & Objectives:	<ul style="list-style-type: none"> ▪ Effect long-term, permanent changes in the market for household appliances that result in significant increases in knowledge, availability, purchase, and market penetration of energy-efficient household appliances. ▪ Promote short-term local-market changes of ENERGY STAR-qualifying and higher-efficiency household appliances, the sales of which in 2002 will achieve annual energy savings or 6,700,000 kWh (6.7 GWh), and summer peak-load savings of 900 kW (0.9 MW).
Program Description:	The appliances program promotes ENERGY STAR appliances by providing mail-in consumer rebates, labeling ENERGY STAR products, and educating consumers through marketing. The recycling program offers an incentive for old but functioning spare refrigerators and freezers, which are then picked up and recycled.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for CEE-qualified Tiers 1 and 2 (limited to households with an electric water heater). ▪ \$125 rebate for CEE –qualified Tiers 3 and 4 (limited to households with an electric water heater). <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$50 for ENERGY STAR-qualified models. <p>Refrigerator Recycling:</p> <ul style="list-style-type: none"> ▪ \$50 per refrigerator.
Field Support:	Field representatives provide in-store support and place POP materials.
Marketing:	SMUD promotes all four ENERGY STAR appliances through marketing, which is developed and implemented by SMUD personnel and coordinated with the ENERGY STAR Program. Marketing typically includes bill inserts, bang tails (tear-off tabs on return envelopes), and a customer newsletter.
Further Information:	Rick Kallett ☎ 916-732-5477 ✉ rick.kallett@smud.org 🌐 www.smud.org

Sponsor:	San Diego County Water Authority (SDCWA)
ENERGY STAR Platform:	No
Service Territory:	Over 2.9 million people in San Diego County
Program Name:	High-Efficiency Clothes Washer Voucher Incentive Program
Implementation:	July 1, 2001-June 30, 2004
2002 Budget:	\$2,786,000 <ul style="list-style-type: none"> ▪ 4,000 High Efficiency Washers this FY (July 1, 2001 - June 30, 2002). ▪ 5,000 in FY 03 (July 1, 2002 - June 30, 2003) ▪ Plan to budget for 7,500 in FY 04 (July 1, 2003 - June 30, 2004).
Goals & Objectives:	To reduce water use and peak demand.
Program Description:	The residential High-Efficiency Clothes Washer (HEW) Voucher Incentive Program provides a \$125 discount on the purchase price of a qualifying HEW. The vouchers are used as coupons at the time of purchase so the consumer receives an immediate price reduction. The Authority has partnered with its retail agencies, the CALFED Bay-Delta Program (U.S. Bureau of Reclamation and California Department of Water Resources), and the Metropolitan Water District of Southern California to provide this customer incentive and promote resource-efficient clothes washers.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$125 instant discount for CEE-qualified clothes washers meeting a 9.5 water use efficiency factor.
Field Support:	None
Marketing:	Program information and advertising appears on the web sites of the Authority and its member agencies. Retail stores have been provided with program brochures.
Further Information:	Cindy Hansen ☎ 858-522-6747 ✉ chansen@sdcwa.org

Sponsor:	*San Diego Gas & Electric (SDG&E)
ENERGY STAR Platform:	Yes
Service Territory:	1.2 million residents
Program Name:	Appliance Rebate Program
Implementation:	The rebate program for will begin April 1, 2002, and end as soon as budget is depleted or December 31, 2002, at the latest.
2002 Budget:	\$565,000
Goals & Objectives:	Goal is to give rebates on 4,200 clothes washers, 4,500 dishwashers, and 500 room AC.
Program Description:	This program is a downstream rebate program that targets the three ENERGY STAR appliances. The program will include some marketing in conjunction with California's Flex Your Power campaign.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$75 rebate for ENERGY STAR-qualified clothes washers. Dishwashers: <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers. Room Air Conditioners: <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified room air conditioners.
Field Support:	A field representative labels qualified products, provides retailer training and places POP materials.
Marketing:	This statewide program is promoted concurrently among the four investor-owned utilities in California. The marketing for this program will include ads in newspapers and bill inserts. We will also support the California Flex Your Power campaign.
Further Information:	Mary Bushey ☎ 858-636-6401 ✉ mbushey@sdge.com 🌐 www.sdge.com

Sponsor:	Santa Clara Valley Water District (SCVWD)
ENERGY STAR Platform:	Yes
Service Territory:	1.7 million residents of Santa Clara County, California
Program Name:	Residential Clothes Washer Rebate Program
Implementation:	SCVWD operates through a two year budget cycle, beginning July 1 st 2002.
2002 Budget:	The District and six other agencies, including East Bay MUD, Alameda County Water District, Contra Costa Water District, Marin Municipal Water District, Zone 7 Water Agency and the City of Davis, receive matching funding for this program through a CALFED grant of \$50 per rebate. SCVWD receives \$25 in matching contributions for clothes washers installed within the service area of the San Jose/Santa Clara Water Pollution Control Plant, which serves approximately eighty percent of the District's service area.
Program Description:	Consumer rebates are offered for ENERGY STAR clothes washers.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified washers.
Marketing:	The program is advertised primarily through a flyer and application distributed to local stores. Additionally, SCVWD has actively promoted the program through bill inserts, at local events, on its web page and through its other residential programs.
Further Information:	Karen Morvay ☎ 408-265-2607 ext. 2707 ✉ kmorvay@valleywater.org www.valleywater.org

Sponsor:	Silicon Valley Power
ENERGY STAR Platform:	Yes
Service Territory:	Over 100,000 residents of Santa Clara, CA
Program Name:	Residential Appliance Rebate Program
Implementation:	Ongoing with yearly renewal
2002 Budget:	Dishwashers: \$35,000 Refrigerators: \$80,000
Goals & Objectives:	The aims of the program include providing energy savings to consumers, eliminating CFCs from old refrigerators, and educating consumers about ENERGY STAR and conservation issues.
Program Description:	This incentive program focuses on dishwashers and refrigerators.
Incentives:	Dishwashers: <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers. Refrigerators: <ul style="list-style-type: none"> ▪ \$75 rebate for ENERGY STAR-qualified refrigerators
Field Support:	EGIA field staff, implementers of the California statewide program, assists retailers with product labeling through a contract with Silicon Valley Power.
Marketing:	Bill inserts, flyers, direct mail advertising, government-access cable channel, and retailer POP advertising are used to promote the program.
Further Information:	Joyce Kinnear ☎ 408-615-5686 ✉ jkinnear@siliconvalleypower.com www.siliconvalleypower.com

Sponsor:	*Southern California Edison (SCE)
Service Territory:	4.2 million residents
Program Description:	<ul style="list-style-type: none"> ▪ Southern California Edison provides rebates on ENERGY STAR-qualified appliances. At this time no specific information is available. ▪ CEE will update this summary as more information about SCE's residential energy-efficiency programs becomes available.
Further Information:	Cheryl Wynn ☎ 626-858-8998 ✉ wynnce@sce.com

Sponsor:	*Southern California Gas (SoCal Gas)
ENERGY STAR Platform:	Yes
Service Territory:	5 million residents
Program Name:	Home Energy Efficiency Rebate Program
Implementation:	April 1, 2002-December 31, 2003
2002 Budget:	\$1,760,000
Goals & Objectives:	The program provides rebates to customers for a variety of home retrofit improvements and certain appliances.
Program Description:	This rebate program provides mail-in customer rebates on certain ENERGY STAR-qualified appliances, and other home improvements on a first come, first served basis.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$75 rebate for ENERGY STAR-qualified clothes washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified dishwashers.
Field Support:	POP and general program information are provided to the retailers.
Marketing:	The program is promoted concurrently among the four investor-owned utilities in California. An introductory fax blast was sent to 9 major retailer contacts at the end of March 2002. The program leverages the POP marketing by the state's Flex Your Power campaign. In addition, an informational direct mail packet will be sent to customers located in demographic areas where participation in rebate programs is low. The program will also be included in a quarterly newsletter to all customers.
Further Information:	Trevor Ware ☎ 213-244-5256 ✉ Tware@socalgas.com http://www.socalgas.com/residential

Southwest

Sponsor:	*Austin Energy
ENERGY STAR Partner:	Yes
Service Territory:	310,000 residential customers in Austin, TX
Program Name:	Residential Efficiency Programs
Implementation:	Ongoing
2002 Budget:	Total: \$8.7 million for all programs Incentives: \$7.4 Million
Program Description:	Austin Energy offers rebates on multiple residential appliances. Their focus is on air-conditioning and water intensive appliances because of their hot dry climate.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$100 rebate on CEE-qualified washers at Tier 2,3,4A and 4B. Room Air Conditioners: <ul style="list-style-type: none"> ▪ \$50 for ENERGY STAR-qualified models.
Goals & Objectives:	Over 25,000 Participants; 26.0 MW Peak Demand Savings
Field Support:	Trade Ally Program with Appliance Retailers
Marketing:	POP displays, bill stuffers, door-hangers, direct mail, and billboards
Further Information:	Jerrel Gustafson ☎ 512-974-3587 ✉ jerrel.Gustafson@austinenergy.com 🌐 www.austinenergy.com

Sponsor:	City of Albuquerque
ENERGY STAR Platform:	No
Service Territory:	480,000 residents of Albuquerque and Bernalillo County, New Mexico
Program Name:	High-Efficiency Washing Machine Program
Implementation:	The program began October 1999 and is ongoing.
2002 Budget:	\$110,000
Goals & Objectives:	To encourage utility customers to buy high-efficiency machines and to help bring down the cost of the machines by increasing the volume of sales. The program goal for 2002 is to provide 1,100 credits.
Program Description:	The City of Albuquerque provides a credit on the water bills of customers who purchase a CEE-qualified washer.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$100 credit on water bills for CEE-qualified clothes washers.
Field Support:	City of Albuquerque provides rebate information and forms to participating retailers.
Marketing:	Marketing includes bill inserts, items printed on bills, and articles in local and community newspapers.
Further Information:	Jean Witherspoon ☎ 505-768-3633 ✉ jasw@cabq.gov

Sponsor:	City of Austin
ENERGY STAR Platform:	Yes
Service Territory:	600,000 residents of Austin, TX
Program Name:	WashWise Program
Implementation:	Ongoing
2002 Budget:	Not Supplied
Goals & Objectives:	The goal of the program is to provide 2,500 rebates in 2001.
Program Description:	The City of Austin offers consumer rebates for the purchase of high-efficiency clothes washers. The rebate of up to \$100 includes two parts: a water rebate and an energy rebate provided by Southern Union Gas and Austin Energy. The City of Austin also runs specials; for example, an additional \$50 rebate has been offered on a periodic basis to water customers.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$100 rebate for CEE-qualified washers at Tier 2, 3, 4A, and 4B.
Field Support:	None
Marketing:	Advertising includes newspaper advertisements, bill inserts, and general mailings.
Further Information:	Dan Strub ☎ (512) 974-2559 ✉ dan.strub@ci.austin.tx.us

Midwest

Sponsor:	City of Boulder
ENERGY STAR Platform:	No
Service Territory:	Over 105,000 residents of Boulder, CO
Program Name:	City of Boulder Rebate Program
Implementation:	The program began in 1997 and is ongoing.
2002 Budget:	\$25,000
Goals & Objectives:	To facilitate purchase of high efficiency clothes washers within the city's water service area.
Program Description:	The Rebate Program, which is open to any city water customer, provides incentives for the purchase of clothes washers meeting CEE specifications.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> ▪ \$75 rebate for CEE-qualified washers.
Field Support:	None
Marketing:	Participating retailers do the majority of promotion. City of Boulder places some print ads in local newspapers.
Further Information:	Paul Lander ☎ 303-413-7407 ✉ landerp@ci.boulder.co.us www.boulderwater.com

Sponsor:	*Commonwealth Edison (ComEd)
ENERGY STAR Partner:	Yes
Service Territory:	3.2 million residents in the Chicago metro area
Program Name:	Residential Home Energy Audit Program
Implementation:	Ongoing
2002 Budget:	\$60,000
Goals & Objectives:	To educate the customer on energy efficiency and how to reduce their electricity costs with energy-efficient products.
Program Description:	This program emphasizes consumer education to raise general awareness of energy efficient products. ComEd has developed an online home energy audit that shows consumers how they can lower their energy bills and has linked to an online retailer to facilitate purchases of energy-efficient products.
Incentives:	Financial incentives are not offered.
Field Support:	None
Marketing:	The program is promoted through the ComEd web site.
Further Information:	Kevin Bricknell ☎ 312-394-2356 ✉ kevin.bricknell@exeloncorp.com http://cluster.energyguide.com/HA20SS/HAMasterFrame.asp?bid=comed

Sponsor:	Denver Water
ENERGY STAR Platform:	No
Service Territory:	1,000,000 residents of metropolitan Denver, CO
Program Name:	Water-Wise Living
Implementation:	Ongoing
2002 Budget:	Not Supplied
Goals & Objectives:	To save approximately 29,000 AF of water through conservation by 2050
Program Description:	Denver Water runs a water conservation hotline and distributes a variety of informational brochures to its customers, including <i>Water-Wise Living: Appliances and Fixtures</i> .
Incentives:	None
Field Support:	None
Marketing:	Advertising appears in newspapers, on radio, as bill inserts and in city reports and guides.
Further Information:	Cris Call ☎ 303-628-6330 ✉ cris.call@denverwater.org 🌐 www.denverwater.org

Sponsor:	*Madison Gas & Electric (MGE)
ENERGY STAR Partner:	Yes
Service Territory:	128,000
Program Name:	Check with the Experts
Implementation:	Ongoing
2002 Budget:	Not Supplied
Goals & Objectives:	The program seeks to support the market for energy efficient products with the long-term goal of a self-sustaining market.
Program Description:	This comprehensive program focuses on customer education and retailer support. The program remains flexible to adapt the program design to market changes.
Incentives:	MGE works closely with Wisconsin Focus on Energy to promote the statewide program with MGE marketing support (brochures, web coupons, links, and print ads). <ul style="list-style-type: none"> ▪ MGE covers 100% of advertising costs. ▪ Custom promotions are jointly developed with retailers, contractors and developers with MGE covering 50% of the cost up to \$5,000. ▪ Co-op advertising for qualified products is funded at 25%, with a maximum of \$5,000 annually. ▪ Direct mail costs up to \$500, and 10% of telephone directory advertising up to \$500 can be reimbursed.
Field Support:	The utility staff meets with the retailers, contractors and developers to facilitate use of marketing funds and statewide programs.
Marketing:	A retail locator for appliances is available on the MGE web site. Links to retailers are included. Customers can also check with the experts on the Home Energy Line at 608-252-7117.
Further Information:	Ruth Miller ☎ 608-252-4703 ✉ rmiller@mge.com 🌐 www.mge.com

Sponsor:	*Minnesota Department of Commerce
ENERGY STAR Partner:	Yes
Service Territory:	4.8 million residents of the State of Minnesota
Program Name:	Not yet chosen
Implementation:	The program began 1 year ago and is ongoing.
2002 Budget:	\$7,000
Goals & Objectives:	Still under development.
Program Description:	Minnesota has been especially active in promoting ENERGY STAR products and programs to Minnesota utilities, which fund conservation programs in the state.
Incentives:	None
Field Support:	None
Marketing:	The program is promoted through the web site, which includes an Energy Highlights newsletter, "Tip of the Month," and other consumer publications.
Further Information:	Bruce Nelson ☎ 651-297-2313 ✉ bruce.nelson@state.mn.us 🌐 www.commerce.state.mn.us


Sponsor:	Muscatine Power and Water
ENERGY STAR Platform:	Yes
Service Territory:	8,600 customers in Muscatine, IA
Program Name:	Appliance Rebate Program
Implementation:	Ongoing
2002 Budget:	Not Supplied
Goals & Objectives:	To reduce energy consumption by 5% over the next five years.
Program Description:	This program provides customer incentives and promotional information about energy efficiency and conservation.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for clothes washers with an EF of 2.5-4.0. ▪ \$100 rebate for washers with an EF of 4.0 or more. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for dishwashers 20% more efficient than standard. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for ENERGY STAR-qualified refrigerators. <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$25 rebate for room air conditioners with an EER of 9.0-9.9. ▪ \$50 rebate for room air conditioners with an EER of 10.0 or more.
Field Support:	None
Marketing:	Bill stuffers, newspaper articles, and special events are used to promote the Appliance Rebate Program.
Further Information:	John Root ☎ 563-262-3354 ✉ jroot@mpw.org 🌐 www.mpw.org

Sponsor:	Waverly Light and Power
ENERGY STAR Platform:	Yes
Service Territory:	9,500 residents of Waverly, IA
Program Name:	Appliance Rebate Program
Implementation:	The program began in 1991 and is ongoing.
2002 Budget:	Not available.
Goals & Objectives:	To reduce system demand and energy use and to reduce greenhouse gas emissions.
Program Description:	Waverly Light and Power's appliance rebate program has been a model for other municipal utilities in Iowa. It provides incentives for dishwashers, refrigerators and room AC. Program requires old appliances to be turned into dealers, except in the case of new construction.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$100 rebate for ENERGY STAR-qualified clothes washers. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$25 rebate for ENERGY STAR-qualified units exceeding federal standards by 30%. ▪ \$50 rebate for ENERGY STAR-qualified units exceeding standards by 50%. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$50 rebate for refrigerators that are 5% above the minimum federal standard. ▪ \$100 rebate for refrigerators that are ENERGY STAR-qualified. <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$25 rebate for ENERGY STAR units that exceed standards by 12%. ▪ \$50 rebate for ENERGY STAR-qualified units that exceed standards by 15%.
Field Support:	None
Marketing:	Radio spots, newspaper advertisements, and public meetings are used to promote the program.
Further Information:	Jay Jebe ☎ 319-352-6251 ✉ jay@wlpnet.net 🌐 www.waverlyia.com/wlp

Sponsor:	*Wisconsin Energy Conservation Corporation (WECC) WECC is a non-profit consulting firm that designs, delivers and administers energy-efficiency programs for utilities and government. WECC presently designs and implements the ENERGY STAR Products program for the State of Wisconsin – Division of Energy Focus on Energy Program (funded through Public Benefits), and 35 municipal utilities.
ENERGY STAR Platform:	Yes
Service Territory:	66 Utilities throughout Wisconsin serving almost the entire population of the state (3 million customers)
Program Name:	ENERGY STAR Products Program, Appliance Turn-in Program
Implementation:	Public Benefits programs began June 1, 2001 and will run through June 2004
2002 Budget:	Total ENERGY STAR Lighting and Appliances: \$2.9 million through June 30 2002; \$3 (tentative) million from July 1, 2002 through June 30, 2003
Goals & Objectives:	Build consumer and market awareness of the ENERGY STAR label, educate consumers and retailers on the benefits of ENERGY STAR products, and create mutually-beneficial partnerships with manufacturers and distributors that leverages resources to promote ENERGY STAR products.
Program Description:	<ul style="list-style-type: none"> ▪ Promotes ENERGY STAR appliances to consumers and retailers by forging partnerships with appliance manufacturers. Promotional efforts are customized with each manufacturer to align with each manufacturer’s business model and efforts to promote its ENERGY STAR-qualified products. ▪ Partnerships are intended to use the market power and brand of manufacturers to further the availability, awareness, and sales of ENERGY STAR appliances. Manufacturers gain collaboration with utilities and government, funding to promote their ENERGY STAR products, program field staff that promote their qualified products, and recognition as an environmentally responsible corporation. Program elements include retail store support, incentives, joint training with manufacturers, and marketing. Small, mid-size, and large retailers are recruited as program partners. Over 95% of appliance retailers are partners.
Incentives:	<ul style="list-style-type: none"> ▪ Incentives are aligned with the market mechanisms that each manufacturer uses in the marketplace. The manufacturer and the Wisconsin ENERGY STAR program share incentive costs. ▪ Types of incentives include a cooperative volume rebate to retailers that provides an incentive to bring more ENERGY STAR qualified appliances into retail stores, cooperative salesperson SPIFFS, cooperative consumer incentives, and funds to pay the carrying cost of manufacturer financing that allows a period of no payments and interest for consumers. ▪ These incentive mechanisms typically stay in the marketplace for a few months and are restarted or changed by the manufacturer and offered for another period. Targeted appliances are ENERGY STAR-qualified clothes washers, refrigerators, and dishwashers.
Field Support:	Program field representatives support participating retailers with product labeling, staff training, and promotions with manufacturers.
Marketing:	The WECC marketing plan includes consumer brochures, POP materials and washer savings slides, and print and radio ads. Co-op advertising for retailers for up to 75% of the cost depending on the percentage of the ad devoted to ENERGY STAR qualified appliances is also available, up to \$1000 per retailer through December 31, 2002. The program also uses cross marketing to all past ENERGY STAR program participants through direct mail and through other Focus on Energy programs.
Further Information:	Sara Van de Grift ☎ 608-249-9322 ext. 160 ✉ sarav@weccusa.org 🌐 www.weccusa.org

Sponsor:	*Xcel Energy - Minnesota
ENERGY STAR Partner:	Yes
Service Territory:	1.35 million customers in Minnesota
Program Name:	ENERGY STAR Appliance Rebate Program
Implementation:	Ongoing
2002 Budget:	Total: Approximately \$12 million for Minnesota and Colorado combined
Goals & Objectives:	For all Minnesota programs, the combined goal is 8.9 generator GWh in 2002.
Program Description:	Xcel energy offers rebates on refrigerators and room air conditioners.
Incentives:	Refrigerators: <ul style="list-style-type: none"> ▪ \$55 rebate for ENERGY STAR-qualified refrigerators. Room Air conditioners: <ul style="list-style-type: none"> ▪ \$30 rebate for units with 10.8 EER minimum.
Field Support:	Field support is offered to participating retailers.
Marketing:	The program is promoted through direct mail, bill inserts, and TV and print ads.
Further Information:	Jean Hammer ☎ 612 330-5871 ✉ Jean.hammer@xcelenergy.com www.Xcelenergy.com

Northeast

Sponsor:	*Long Island Power Authority (LIPA)
ENERGY STAR Platform:	Yes
Service Territory:	1 million residential customers in Long Island, NY
Program Name:	Residential Lighting & Appliance Program (RLA)
Implementation:	The RLA program will extend until 2003.
2002 Budget:	Total: \$3.1 million for lighting and appliances Incentives: \$1.9 million for lighting and appliances
Goals & Objectives:	To generate lasting impacts that increase the market share for efficient products.
Program Description:	<ul style="list-style-type: none"> ▪ The RLA Program seeks to transform specific components of the residential lighting and appliance markets through a comprehensive and coordinated set of market interventions. ▪ The program builds customer awareness and market demand for the ENERGY STAR label across product classes. ▪ The program design is primarily market oriented and take maximum advantage of existing LIPA programs and important regional and national initiatives, such as NEEP and NYSERDA, that are underway to promote efficient products.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$75 rebate January 1, 2002 through June 30, 2002, \$50 rebate July 1, 2002 through December 31, 2002 for ENERGY STAR-qualified washers through the RLA program. <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$75 bounty on room air conditioners in summer 2002. The program, which will be implemented on Long Island by NYSERDA, provides a \$75 bounty to consumers when they turn in an old room air conditioner in operating condition and purchase an ENERGY STAR unit.
Field Support:	Field representatives are employed to recruit and train participating retailers, as well as perform maintenance visits and place POP materials.
Marketing:	<p>The LIPA marketing campaign is aligned with the other NEEP utilities (see NEEP description). Additional activities include:</p> <ul style="list-style-type: none"> ▪ Target outreach and marketing to property managers to provide direct procurement assistance for the purchase of multiple ENERGY STAR qualified products. ▪ ENERGY STAR radio campaign, newspaper ads, and consumer outreach.
Further Information:	<p>Maggie Ramos ☎ 631-436-4225 ✉ mramos@keyspanenergy.com  www.lipower.org</p>

Sponsor:	*New York State Energy Research & Development Authority (NYSERDA)
ENERGY STAR Platform:	Yes
Service Territory:	17 million residents of New York State (excluding Long Island)
Program Name:	New York State ENERGY STAR Products Program Consumer Incentives Program (Keep Cool) New York State ENERGY STAR Products Bulk Purchasing Program
Implementation:	Ongoing for all three programs
2002 Budget:	ENERGY STAR Products: \$1 million implementation, \$2 million incentives, \$600,000 marketing Keep Cool: \$2 million implementation, \$7 million incentives (including recycling), \$2.5 million marketing Bulk Purchase: \$600,000 implementation, \$5 million incentives
Goals & Objectives:	ENERGY STAR Products Program: <ul style="list-style-type: none"> The goal of this program is to improve the availability, promotion, and sales of energy-efficient residential products in the service territories covered by NYSERDA. Keep Cool Program: <ul style="list-style-type: none"> The goals of this program are to further market transformation by increasing the penetration of ENERGY STAR room air conditioners into the market, to change consumption patterns of electricity to off-peak periods, and to control and reduce the load on New York's electric utility systems. Bulk Purchase <ul style="list-style-type: none"> NYSERDA seeks to reduce energy consumption in New York State by installing energy-efficient ENERGY STAR products in multifamily buildings and educating tenants on those buildings about the benefits of ENERGY STAR products.
Program Description:	ENERGY STAR Products Program: <ul style="list-style-type: none"> This statewide program strengthens the delivery and sales infrastructure for ENERGY STAR-qualifying products through training, sales assistance and tools, promotional support, and other incentives. Keep Cool Program: <ul style="list-style-type: none"> This program provides a bounty to consumers who turn in a working, old room air conditioner and purchase an ENERGY STAR model. In addition to funding the incentive, NYSERDA arranges and funds recycling of the old units. Bulk Purchase: <ul style="list-style-type: none"> Multifamily buildings owners/managers signed up in the program are offered tenant education workshops and a free energy assessment which results in a report detailing energy and monetary savings analyses associated with the replacement of refrigerators, dishwashers, in-unit hardwired lighting fixtures, common area and outdoor lighting, and common area laundry facilities with ENERGY STAR units. Building owners and managers can also receive incentives for replacing old appliances with ENERGY STAR ones.
Incentives:	ENERGY STAR Products Program: <ul style="list-style-type: none"> Retailers and manufacturers of ENERGY STAR products are offered a wide array of services and incentives such as; free POP materials, free in-store training, and cooperative advertising incentives. Keep Cool Program: <ul style="list-style-type: none"> State residents receive a \$75 bounty when they turn in their old, working air conditioner and purchase an ENERGY STAR model. Drop-off sites receive an incentive for taking-in old units from customers. ENERGY STAR Products Bulk Purchase Program: <ul style="list-style-type: none"> Building owners and managers can receive cash incentives for replacing old

	appliances with ENERGY STAR ones. In order to get an incentive for a refrigerator or an air conditioner the old units must be turned-in for recycling.
	Field representatives visit retailers to recruit participation, supply POP materials and provide training on the benefits of ENERGY STAR products.
Marketing:	The Residential ENERGY STAR Marketing Program uses public service announcements and paid advertising across a number of media, including print, television, and radio, and includes special promotions and events that promote, the programs mentioned above.
Further Information:	Lydia Perez ☎ 518-862-1090 ext. 3203 ✉ lcp@nyscrda.org www.GetEnergySmart.org

Sponsor:	*Northeast Energy Efficiency Partnerships (NEEP)
ENERGY STAR Platform:	Yes
Service Territory:	Eleven electric, gas and efficiency utility service territories in MA, RI, CT, VT, Long Island (NY) and parts of NH serving approximately 5.6 million residential customers are involved in coordinated, regional program implementation and marketing efforts. Other NEEP utility and government Sponsors in NY, NH and NJ participate in regional planning activities and information exchange.
Program Name:	ENERGY STAR Residential Appliance Initiative
Implementation:	Ongoing
2002 Budget:	Total: approx. \$10.0 million Incentives: To be determined, but estimated at approximately \$2 million based on 2001 rebate levels and proposed program activities.
Goals & Objectives:	The overall goal is to create and sustain positive changes in the residential appliance market, increasing availability, consumer acceptance, expanding product categories and introducing new/super efficient technologies. Program Objectives: <ul style="list-style-type: none"> ▪ Permanently change the regional marketplace for high-efficiency appliances so that sales and consumer preferences are reflected in increased market shares. ▪ Increase consumer awareness of high-efficiency appliances and their benefits. ▪ Increase the number of product offerings and encourage competition. ▪ Increase retailer/manufacturers' participation/promotion of high-efficiency appliances in the Northeast. ▪ Increase the number of retailers carrying high-efficiency appliances. ▪ Reduce incremental prices of high-efficiency equipment to consumers by encouraging competition in the marketplace. ▪ Establish the market for high-efficiency appliances such as ENERGY STAR clothes washers, dishwashers, refrigerators as standard, competitive product offerings.
Program Description:	The participating NEEP utilities offer comprehensive ENERGY STAR programs that leverage resources from other programs such as ENERGY STAR lighting and ENERGY STAR homes. In addition to consumer rebates, the appliance program offers a broad retail support network and encourages industry-initiated campaigns. An overarching ENERGY STAR Appliance marketing campaign is closely integrated with the regional ENERGY STAR Lighting program marketing efforts.

Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> ▪ \$25-\$75 rebates/SPIFFS for ENERGY STAR clothes washers from participating utility partners. Rebate amounts and availability differ among participating utilities. <p>Dishwashers:</p> <ul style="list-style-type: none"> ▪ \$25 rebates for ENERGY STAR from participating utility partners. Rebate amounts and availability differ among participating utilities. <p>Refrigerators:</p> <ul style="list-style-type: none"> ▪ \$25 rebates for ENERGY STAR from participating utility partners. Rebate amounts and availability differ among participating utilities. <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> ▪ \$25 rebates for ENERGY STAR from participating utility partners. Rebate amounts and availability differ among participating utilities.
Field Support:	Field representatives provide retailer recruitment, retailer support and training, placement of POP materials and rebate coupons, as well as staffing for promotional events.
Marketing:	<p>A multi-faceted and comprehensive marketing campaign – “Better Way to Save Energy” - is underway for both the ENERGY STAR Appliance and Lighting programs. Marketing components include:</p> <ul style="list-style-type: none"> ▪ TV ads ▪ Co-op advertising for retailers ▪ Newspaper and magazine ads ▪ Radio ads ▪ Coordination with EPA/DOE ENERGY STAR marketing activities ▪ Public relations and communication outreach efforts ▪ Special promotions
Further Information:	<p>Glenn Reed ☎ 781-860-9177 ext. 19 ✉ greed@neep.org</p> <p>Subid Wagley ☎ 781-860-9177 ext. 15 ✉ swagley@neep.org 🌐 www.neep.org</p>

Sponsor:	State of Maryland
ENERGY STAR Platform:	Yes
Service Territory:	Over 5 million residents in the state of Maryland
Program Name:	Clean Energy Tax Package
Implementation:	Clothes Washers: July 1, 2000-July 1,2003 Refrigerators: July 1, 2001-July 1, 2004 Room AC: July 1, 2001-July 1, 2004
2002 Budget:	Not Available
Goals & Objectives:	The goals of this tax incentive are to promote products that use energy more efficiently, to save consumers money, and to help protect the environment from pollution.
Program Description:	The program provides temporary incentives for new technology and innovative practices that are not currently widespread. It is structured to increase the market in Maryland for energy-efficient advanced technologies, such as ENERGY STAR-qualified appliances.
Incentives:	Individuals and businesses within the state are eligible for new incentives for purchase of consumer products, including ENERGY STAR-qualified clothes washers, refrigerators, and room air conditioners. The package fully waives Maryland's 5% sales taxes for buyers of these ENERGY STAR-qualified appliances.
Field Support:	The program is in the early stages of development; field support has not yet been addressed.
Marketing:	The bill authorizes the Maryland Energy Administration to develop a voluntary labeling program to provide in-store identification and promotion of the tax incentives.
Further Information:	Fred Hoover, MD Energy Administration ☎ 410-260-7511 Ed Osann, NRDC ☎ 301-535-4013 ✉ eosann@idt.net