

# **Residential Home Appliance Programs National Summary**

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

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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](mailto:rfoster@cee1.org) or Rachael Swain, CEE, at (617) 589-3949 ext. 206, [rswain@cee1.org](mailto:rswain@cee1.org).

## Northwest

Sponsor:	<b>*Bonneville Power Administration (BPA)</b>
Service Territory: ENERGY STAR Platform Program Name Implementation 2004 Budget Goals & Objectives	9.8 million people, 4.5 million served by BPA electricity BPA supports ENERGY STAR, but does not limit its promotions to ENERGY STAR levels. Con Aug Program C&RD Program 2003-2006 Appliance rebates available through the \$40 million Con Aug Program and the \$35 million C&RD Program (per year) No dedicated budgets for any single measure class To support the NW Alliance and CEE in improving market penetration of efficient appliances. Also to support standards.
Program Description:	Incentives allowed for any ENERGY STAR appliance in C&RD; Con Aug focuses only on ENERGY STAR clothes washers and heat pumps.
Incentives	BPA provides different incentive levels for clothes washers based on CEE tier. \$50 rebate for ENERGY STAR-qualified clothes washers. \$100 rebate for clothes washers with MEF of 1.8 or higher.
Field Support	Field support is supplied by PECI and CSG, as appliances are incorporated into the ENERGY STAR Homes program administered by the NW Alliance.
Marketing	Provided through the NW Alliance program.
Further Information:	Ken Keating ☎ 503-230-5857 ✉ kmkeating@bpa.gov



Sponsor:	<b>Emerald Peoples Utility District</b>
ENERGY STAR Platform:	Yes
Service Territory:	17,500 residents of Eugene, OR
Program Name:	Energy-Efficient Appliance Program
Implementation:	Ongoing
2004 Budget:	Not supplied
Goals & Objectives:	The program is aimed at reducing energy usage and cost to consumers while increasing comfort and the use of energy-conserving appliances.
Program Description:	The Energy-Efficient Appliance Program offers customer incentives on three ENERGY STAR appliances.

Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$75 rebate for ENERGY STAR-qualified washers used with an electric water heater.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$25 rebate for ENERGY STAR-qualified dishwashers with EF of .58 or higher used with an electric water heater.</li> </ul> <p>Room Air-Conditioners:</p> <ul style="list-style-type: none"> <li>▪ \$40 rebate for ENERGY STAR-qualified room air conditioners that are at least 10% more energy efficient than the minimum standard.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Sandy Marr ☎ 541-744-7421 ✉ sandy@epud.org 🌐 www.epud.org



Sponsor:	<b>*Energy Trust of Oregon</b>
ENERGY STAR Platform:	Yes
Service Territory:	Oregon customers of Pacific Power, Portland General Electric, and NW Natural
Program Name:	Energy Trust Efficient Home Products Program
Implementation:	Clothes Washer Incentives: Jan 1, 2004-July 15, 2004 Dishwasher Incentives: March 16-Sept 30, 2004
2004 Budget:	Total Budget \$1,036,275 Incentive Portion: \$503,743
Goals & Objectives:	To promote ENERGY STAR home products.
Program Description:	Energy Trust provides mail-in rebates, helpful tips for choosing efficient appliances, and links to participating retailers. Rebates are offered on different brand names throughout the year. Current clothes washer rebates offer higher incentives for higher MEF levels.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$25 for ENERGY STAR-qualified clothes washers in efficiency level 1.</li> <li>▪ \$50 for ENERGY STAR-qualified clothes washers in efficiency level 2.</li> </ul> <p>Dishwashers (February 15-March 15):</p> <ul style="list-style-type: none"> <li>▪ \$20 for all ENERGY STAR-qualified dishwashers.</li> </ul> <p>Dishwashers (March 16- April 15):</p> <ul style="list-style-type: none"> <li>▪ \$30 for Frigidaire ENERGY STAR-qualified dishwashers.</li> </ul> <p>Dishwashers (August 1-Sept 30):</p> <ul style="list-style-type: none"> <li>▪ \$30 for Bosch ENERGY STAR-qualified dishwashers.</li> </ul>
Field Support:	Program field representatives provide retail training along with sales and promotional support for ENERGY STAR-qualified products. In addition to placement of point of purchase materials, they keep retail trade allies informed of promotional incentive activity and stocked with appropriate forms.
Marketing:	The program produces a variety of point of purchase materials designed to educate the consumer about the benefits of ENERGY STAR-qualified clothes

	washers and CFLs. The marketing tools help reinforce ENERGY STAR brand awareness to consumers, encouraging them to “ask for ENERGY STAR.”
Further Information:	Diane Ferington ☎ 503-445-7621 ✉ diane@energytrust.org



Sponsor:	<b>*Eugene Water &amp; Electric Board</b>
ENERGY STAR Platform:	Yes
Service Territory:	83,306 electric customers in Eugene, OR
Program Name:	Energy Saving Home Appliance Rebate Program (Energy SHARP)
Implementation:	Ongoing
2004 Budget:	Not supplied
Goals & Objectives:	To maximize home efficiency and promote efficient appliances.
Program Description:	Eugene Water & Electric Board’s Energy SHARP Program provides customer incentives on ENERGY STAR-qualified appliances.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$80 rebate for ENERGY STAR-qualified clothes washers supplied by an electric water heater and with MEF of 1.42-1.59.</li> <li>▪ \$125 rebate for ENERGY STAR-qualified clothes washers supplied by an electric water heater and with MEF of 1.6 or greater.</li> <li>▪ \$25 rebate for ENERGY STAR-qualified clothes washers supplied by a gas water heater and with an MEF of 1.42-1.59</li> <li>▪ \$45 rebate for ENERGY STAR-qualified clothes washers supplied by a gas water heater and with an MEF of 1.6 or greater.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$30 rebate for ENERGY STAR-qualified dishwashers.</li> </ul> <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> <li>▪ \$40 rebate for ENERGY STAR-qualified room air conditioners.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Rob Roy ☎ 541-484-1125 ✉ rob.roy@eweb.eugene.or.us 🌐 www.eweb.org



Sponsor:	<b>Lane Electric Coop</b>
ENERGY STAR Platform:	Yes
Service Territory:	12,000 residents of Eugene and Lane County, OR
Program Name:	Appliance Rebate Program
Implementation:	January 1, 2004-October 6, 2004
2004 Budget:	Not supplied
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:	Clothes Washers: <ul style="list-style-type: none"> <li>▪ \$75 rebate for ENERGY STAR-qualified clothes washers used with an electric water heater.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Randy Boyd & Brian McGinn ☎ 541-484-1151 ✉ randy.boyd@laneelectric.com & brian.mcgin@laneelectric.com 🌐 www.laneelectric.com



Sponsor:	<b>*Northwest Energy Efficiency Alliance</b>
ENERGY STAR Platform:	Yes
Service Territory:	OR, WA, ID and MT serving 11 million residential customers
Program Name:	ENERGY STAR Consumer Products
Implementation:	March 1, 2004-December 31, 2005
2004 Budget:	\$700,000
Goals & Objectives:	<ul style="list-style-type: none"> <li>▪ Maintain the NW annual market share for ENERGY STAR clothes washers at least 10% above national average market share.</li> <li>▪ Increase consumer and retailer awareness of clothes washers as related to higher efficiency products.</li> <li>▪ Achieve an annual market share for MEF 1.8 machines of at least 50% by 2007.</li> <li>▪ Facilitate adoption of higher MEF levels within the ENERGY STAR specification as of 2007.</li> </ul>
Program Description:	The Consumer Products Program includes a regional market based effort using the national ENERGY STAR labeling and marketing platform to promote lighting and appliances, consolidating the formerly separate projects. The ENERGY STAR products promotion focuses on lighting (CFLs and fixtures) and ultra high-efficiency clothes washers to provide the most cost-effective savings available.
Incentives:	No direct consumer 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:	The program provides retailer support in the form of sales training, merchandising, in-store promotional support, and cooperative marketing coordination to more than 560 appliance dealers throughout the Northwest.
Marketing:	Marketing support is focused on providing regional support for the annual national promotion for ENERGY STAR-qualified clothes washers. Regional marketing will reinforce and leverage messages and materials developed nationally for this promotion. Cooperative marketing incentives will be available for retailers to help in stepping up promotional efforts.
Further Information:	Marci Sanders ☎ 503-827-8416 ext. 245 ✉ msanders@nwalliance.org 🌐 www.nwalliance.org

Sponsor:	<b>Oregon Office of Energy (OOE)</b>
ENERGY STAR Platform:	No
Service Territory:	Over 3 million Oregon residents
Program Name:	Oregon Residential Energy Tax Credit Program
Implementation:	Ongoing. This round of tax credits is good for appliances purchased in 2004.
2004 Budget:	The program budget is unlimited.
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. The program also includes a component for the new homes market.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$115-180 tax credit for qualifying models. The credit is based on the amount of energy saved over standard models.</li> <li>▪ \$115 tax credit for clothes washers with an MEF of 1.42 and WF of 9.5.</li> <li>▪ \$150 tax credit for clothes washers with an MEF of 1.5 and WF of 8.5.</li> <li>▪ \$180 tax credit for clothes washers with an MEF of 1.8 and WF of 7.5.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$50 maximum tax credit for qualifying dishwashers. The minimum dishwasher EF is 0.61 with a maximum water use of 6.5 gallons/cycle.</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$30-70 tax credit for qualifying refrigerators. Refrigerators must be at least 20% more efficient than required by the federal standard to qualify. The minimum credit is \$50 for a top or bottom freezer model and \$70 for a side-by-side model.</li> </ul> <p>No credit can be more than 25% of the purchase price.</p>
Field Support:	-
Marketing:	-
Further Information:	Charlie Stephens ☎ 503-378-4298 ✉ <a href="mailto:charles.m.stephens@state.or.us">charles.m.stephens@state.or.us</a> <a href="http://www.energy.state.or.us/res/tax/taxcdt.html">www.energy.state.or.us/res/tax/taxcdt.html</a>



Sponsor:	<b>*Seattle City Light</b>
ENERGY STAR Platform:	No
Service Territory:	Service Population: 723,484 Customers: 360,637
Program Name:	WashWise Mortgage Options for Resource Efficiency (MORE)
Implementation	<p>WashWise:</p> <ul style="list-style-type: none"> <li>▪ 1998 to present. City Light anticipates continuing to offer the rebates at least through the end of calendar 2004.</li> </ul> <p>MORE:</p> <ul style="list-style-type: none"> <li>▪ Fall 2003 to present, with plans to continue to promote MORE indefinitely.</li> </ul>

2004 Budget	\$150,000
Program Description:	<ul style="list-style-type: none"> <li>▪ WashWise offers incentives on qualifying clothes washers.</li> <li>▪ MORE offers \$4,000 extra on consumers' mortgages if they make resource-efficient improvements, including installing resource efficient appliances. The cost of the resource-efficient improvements are added directly to the customers mortgage, and the total package of improvements yields a positive cash flow (i.e. the monthly utility cost savings are greater than the incremental increase in the loan payment that results from the additional \$4,000 in principle.) Possible improvements that can be included are appliances, toilets, lighting upgrades, heating and cooling equipment, and insulation improvements.</li> </ul>
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$50-100 rebates on qualifying washers. Washers are qualified by a 1-3 star system.</li> <li>▪ \$50 rebate for qualified clothes washers with 1 star (CEE tier 1).</li> <li>▪ \$75 rebate for qualified clothes washers with 2 stars (CEE tier 2).</li> <li>▪ \$100 rebate for qualified clothes washers with 3 stars (CEE tier 3).</li> </ul>
Marketing	WashWise: Signs on the outside of Metro buses
Further Information:	Yen Chin ☎ yen.chin@seattle.gov



Sponsor:	<b>Snohomish County PUD</b>
ENERGY STAR Platform:	Yes
Service Territory:	262,621 residents of Snohomish County & Camano Island, WA
Program Name:	Appliance Rebate Program Low-Income Housing Improvement Program
Implementation:	September 2002-November 15, 2004
2004 Budget:	Not supplied
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. The Low-Income Housing Improvement Program funds energy-efficient improvements for low-income transitional housing.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$75 rebate for ENERGY STAR-qualified clothes washers.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Tina Sachsenmaier ☎ 425-304-1733 ✉ tlsxachsenmaier@snopud.com 🌐 www.snopud.com/water/Eswasher/htm



Sponsor:	<b>Springfield Utility Board</b>
ENERGY STAR Platform:	Yes
Service Territory:	27,100 residential customers in Springfield, OR
Program Name:	Appliance Rebate Program Super Good Cents Program
Implementation:	Through December 31, 2004
2004 Budget	Not supplied
Goals & Objectives:	-
Program Description:	The Appliance Rebate Program provides mail-in incentives for the purchase of clothes washers that carry the ENERGY STAR label. The Super Good Cents Program offers an incentive to help cover the cost of energy efficient upgrades in manufactured housing.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> <li>▪ \$100 rebate for ENERGY STAR-qualified clothes washers used with an electric water heater.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Keith Lockhart ☎ 541-744-3776 ✉ keithl@subutil.com 🌐 <a href="http://www.subutil.com/consrvtn.htm">http://www.subutil.com/consrvtn.htm</a>

## California

Sponsor:	<b>East Bay Municipal Utility District</b>
ENERGY STAR Platform:	Yes
Service Territory:	Approximately 1.3 million people in most of Alameda and Contra Costa Counties.
Program Name:	Clothes Washer Rebate Program
Implementation:	July 1, 2004-December 1, 2004
2004 Budget:	Not supplied
Goals & Objectives:	To promote products that use less water and energy to help reduce customer costs and conserve water and energy.
Program Description:	EBMUD offers consumers rebates for high-efficiency clothes washer purchase and installation.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> <li>▪ \$100 rebate per ENERGY STAR-qualified clothes washers.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Mike Hazinski ☎ 541-484-1151 ✉ mhazinsk@ebmud.com 🌐 <a href="http://www.ebmud.com">www.ebmud.com</a>



Sponsor:	<b>*Pacific Gas &amp; Electric (PG&amp;E)</b>
ENERGY STAR Platform:	Yes
Service Territory:	14 million residents in northern and central California
Program Name:	2004 Single Family Energy Efficiency Rebate Program
Implementation:	January 1, 2004-December 31, 2004
2004 Budget:	Not supplied
Goals & Objectives:	-
Program Description:	PG&E provides rebates for customers who purchase energy efficient products.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$25 rebate for all ENERGY STAR-qualified clothes washers.</li> <li>▪ \$75 rebate for clothes washers meeting CEE Tier 1 MEF levels.</li> <li>▪ \$125 rebate for clothes washers meeting CEE Tier 2 MEF levels.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified dishwashers.</li> </ul> <p>Refrigerator/Freezer Recycling:</p> <ul style="list-style-type: none"> <li>▪ \$35 incentive for recycling old refrigerators and freezers.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Ila Homsher ☎ 415-973-3288 ✉ imh2@pge.com 🌐 www.pge.com



Sponsor:	<b>Riverside Public Utilities</b>
ENERGY STAR Platform:	Yes
Service Territory:	Approx. 100,000 residents of Riverside, CA
Program Name:	Cool Returns: Refrigerator Recycling Rebate Program ENERGY STAR Residential Product Rebate Program Energy Savers: Online Energy Profile
Implementation:	Ongoing
2004 Budget:	Not supplied
Goals & Objectives:	To provide consumer rebates on almost all ENERGY STAR-qualified (residential and commercial) appliances and products.
Program Description:	<p>Cool Returns:</p> <ul style="list-style-type: none"> <li>▪ Offers residential electric customers a rebate for recycling older, operating, inefficient refrigerators and stand alone freezers. Additionally, the program includes a provision for these units to be picked up free of charge and transported to a recycling facility.</li> </ul> <p>ENERGY STAR Residential Rebate Program:</p> <ul style="list-style-type: none"> <li>▪ Partnership between the US DOE and EPA, product manufacturers, local utilities and retailers that promotes efficient products and educates consumers about the benefits of energy efficiency.</li> </ul> <p>Energy Savers Online Energy Profile:</p> <ul style="list-style-type: none"> <li>▪ Provides residential customers with a free computerized online home energy</li> </ul>

	analysis.
Incentives:	<p>Cool Returns:</p> <ul style="list-style-type: none"> <li>▪ \$25 credit on electric bill when customers turn in an old, operating refrigerator.</li> </ul> <p>ENERGY STAR Residential Product Rebate Program:</p> <p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$75 rebate for ENERGY STAR-qualified clothes washers.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified dishwashers</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$100 rebates for ENERGY STAR-qualified refrigerators.</li> </ul> <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified room air conditioners.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	<p>Michele Kovach ☎ 909-826-5817 ✉ mkovach@ci.riverside.ca.us</p> <p>🌐 www.riversidepublicutilities.com</p>



Sponsor:	<b>*Sacramento Municipal Utility District (SMUD)</b>
ENERGY STAR Platform:	Yes
Service Territory:	1.3 million residents
Program Name:	Appliance Efficiency Program
Implementation:	January 1, 2004-December 31, 2004
2004 Budget:	\$59,200 for incentives
Goals & Objectives:	Effect long-term, permanent changes in the market for household appliances, the results of which will include significant increases in knowledge, availability, purchase, and market penetration of energy-efficient household appliances.
Program Description:	The appliance program promotes ENERGY STAR appliances in general and offers mail-in customer rebates for clothes washers and room air conditioners.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$75 rebate for CEE-qualified Tier 1 (limited to households with an electric water heater).</li> <li>▪ \$125 rebate for CEE-qualified Tiers 2, 3A and 3B (limited to households with an electric water heater).</li> </ul> <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified models with an efficiency rating that exceeds the 2000 Federal Appliance Standard by 10%.</li> </ul>
Field Support:	Yes
Marketing:	Bill package, print ads, web, POP, home shows, radio, press releases.
Further Information:	Rick Kallett ☎ 916-732-5477 ✉ rick.kallett@smud.org 🌐 www.smud.org



Sponsor:	<b>*San Diego Gas &amp; Electric (SDG&amp;E)</b>
ENERGY STAR Platform:	N/A
Service Territory:	1.3 million
Program Name:	Residential Refrigerator-Freezer Recycling Program
Implementation:	January 1, 2004-December 31, 2004 (two year program)
2004 Budget:	Incentives: \$1,994,000
Goals & Objectives:	To reduce peak demand and annual energy use.
Program Description:	The statewide residential appliance program RARP is designed to produce cost-effective coincident peak demand reduction and long-term annual energy savings by allowing eligible customers (single family and multifamily owners/landlords and tenants) to dispose of their operable, inefficient primary and secondary refrigerators and freezers in an environmentally safe manner. The program is offered to customers within in the investor-owned utilities' (IOUs) service territories of Pacific Gas and Electric (PG&E), Southern California Edison (SCE) and SDG&E.
Incentives:	Refrigerator-Freezer Recycling: <ul style="list-style-type: none"> <li>▪ \$35 rebate for 14-27 square foot refrigerators or freezers, which must be in working condition, and manufactured prior to 1990.</li> </ul>
Field Support:	SDG&E Random site inspection.
Marketing:	SDG&E's marketing efforts include radio, newspaper, magazine articles, direct mail, customer cards, and community events (through joint efforts with other outreach programs).
Further Information:	Aida Velazquez ☐ AVelazquez@semprautilities.com



Sponsor:	<b>Silicon Valley Power</b>
ENERGY STAR Platform:	Yes
Service Territory:	48,687 residents of Santa Clara, CA
Program Name:	Residential Appliance Rebate Program Home Energy Audit
Implementation:	July 1, 2004-June 1, 2005 Home Energy Audit is ongoing
2004 Budget:	Not supplied
Goals & Objectives:	Residential Appliance Rebate Program offers rebates on refrigerators and dishwashers to help encourage the use of energy efficient products in the home.
Program Description:	Silicon Valley Power offers a free Home Energy Audit to consumers. Qualified specialists examine homes to identify ways to reduce energy waste, improve comfort, and lower energy bills. Along with the analysis of past energy use and current practices customers receive up to 4 CFLs, night lights, a weatherization kit, and a water conservation kit.

Incentives:	Dishwashers: <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified dishwashers.</li> </ul> Refrigerators: <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified refrigerators</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Joyce Kinnear ☎ 408-615-5686 ✉ jkinnear@siliconvalleypower.com 🌐 www.siliconvalleypower.com



Sponsor:	<b>*Southern California Edison</b>
ENERGY STAR Platform:	Yes
Service Territory:	4.5 million households in central and southern California
Program Name:	Home Energy Efficiency Rebate Program
Implementation:	January 1, 2004-December 31, 2004, or as long as funds are available
2004 Budget:	\$3 million for refrigerator incentives
Goals & Objectives:	SCE hopes to rebate up to 40,000 units through the program.
Program Description:	SCE offers rebates on a variety of products throughout the year, including refrigerators.
Incentives:	Refrigerators: <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified refrigerators.</li> </ul>
Field Support:	Not necessary
Marketing:	-
Further Information:	Rodney Davis ✉ rdavis@semprautiities.com

## Southwest

Sponsor:	<b>*Nevada/Sierra Pacific Power Company</b>
ENERGY STAR Platform:	Yes
Service Territory:	702,771 in the Las Vegas area. 338,473 electric and 129,403 gas customers in the rest of the state.
Program Name:	Nevada Power Appliance Rebate Promotion
Implementation:	April 1, 2004- July 15, 2004
2004 Budget:	Not supplied
Goals & Objectives:	Promote energy efficiency and lower customers' electric bills.
Program Description:	Customers can receive both a utility rebate and a rebate from manufacturers when they purchase ENERGY STAR qualified clothes washers, refrigerators and dishwashers.

Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$50 utility rebate for purchasing any ENERGY STAR-qualified clothes washer.</li> <li>▪ \$25-\$50 in addition from manufacturers that are participating in the ENERGY STAR Rewards Program. Customer receives up to 1 rebate check for up to \$100.</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for recycling a used refrigerator and replacing it with an ENERGY STAR-qualified model.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$15 rebate for purchasing any ENERGY STAR-qualified dishwasher.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Bob Balzar ☎ bob.balzar@nvp.com



Sponsor:	<b>Utah Power</b>
ENERGY STAR Platform:	Yes
Service Territory:	1.5 million customers in Utah
Program Name:	See Ya Later, Refrigerator
Implementation:	Ongoing
2004 Budget:	Not supplied
Goals & Objectives:	To properly dispose of and recycle old refrigerator parts, saving consumers money and also decreasing energy consumption, while protecting the environment.
Program Description:	Customers receive a cash incentive for recycling their old refrigerators.
Incentives:	<p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$40 rebate for recycling an old refrigerator, as well as a kit containing a free CFL, refrigerator/freezer thermometer card, and energy saving tips from Utah Power. Refrigerators must be in working condition and between 10 and 27 cubic feet to qualify.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Jim Gilroy ☎ 503-813-5153 ☎ james.gilroy@pacificorp.com

## Midwest

Sponsor:	<b>*Alliant Energy-Interstate Power and Light Company, Iowa</b>
ENERGY STAR Platform:	Yes
Service Territory:	-
Program Name:	High-Efficiency Washer Incentive

	Refrigerator Recycling Program My Home Comfort Check Up
Implementation:	September 1, 2003-December 31, 2004
2004 Budget:	Not supplied
Goals & Objectives:	To reduce customers' energy costs and promote the use of energy-efficient solutions for homes and businesses.
Program Description:	Alliant Energy-Interstate Power encourages the purchase of high-efficiency products through a variety of rebate and recycling programs. With My Home Comfort Check Up, homeowners can evaluate the energy efficiency of their homes through a free energy survey. After the evaluation, individuals can choose which rebates they take advantage of to improve the energy efficiency of their homes.
Incentives:	High Efficiency Clothes Washers Rebate: <ul style="list-style-type: none"> <li>▪ \$150 incentive for horizontal-axis, ENERGY STAR washers.</li> <li>▪ \$100 incentive for vertical-axis, ENERGY STAR washers.</li> </ul> Refrigerator Recycling Program: <ul style="list-style-type: none"> <li>▪ \$35 incentive (or donation) for recycling of old refrigerators and freezers. Refrigerators and Freezers must be working and currently in use. Maximum of 2 refrigerators and 2 freezers per home.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Kim King ☎ 319-786-7649 ✉ kimking@alliantenergy.com



Sponsor:	<b>*Illinois Department of Commerce</b>
ENERGY STAR Platform:	Yes
Service Territory:	Entire State of Illinois
Program Name:	Illinois ENERGY STAR Refrigerator Discount & Recycling Rebate Programs Illinois Community Energy Program Home Energy Saver
Implementation:	November 2003 to February 29, 2004
2004 Budget:	Not supplied
Goals & Objectives:	To promote the efficient use of energy resources through a variety of technical and demonstration programs and education outreach.
Program Description:	Refrigerator Recycling Program: <ul style="list-style-type: none"> <li>▪ Illinois Department of Commerce encourages the use of energy efficient refrigerators by sponsoring special rebate offers and rebate recycling programs.</li> </ul> Illinois Community Energy Program: <ul style="list-style-type: none"> <li>▪ The program spotlights successful energy programs from around the country and provides networking tools and technical assistance to develop community energy projects. Each participating community creates a two-year energy project with a central energy coordinator.</li> </ul> Home Energy Saver:

	<ul style="list-style-type: none"> <li>This program consists of an internet-based tool that allows residential customers to calculate their energy usage and helps them make decisions about energy-efficient changes.</li> </ul>
Incentives:	<p>ENERGY STAR Refrigerator Discount:</p> <ul style="list-style-type: none"> <li>10% discount off the price of ENERGY STAR-qualified refrigerator at participating SEARS in Illinois.</li> </ul> <p>Recycling Rebate Program:</p> <ul style="list-style-type: none"> <li>\$30 rebate for first recycled refrigerator.</li> <li>\$50 for second recycled refrigerator, along with the purchase of a new ENERGY STAR-qualified refrigerator.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Andrea Reiff ☎ 217-785-0164 ✉ andrea_reiff@commerce.state.il.us



Sponsor:	<b>Muscatine Power and Water</b>
ENERGY STAR Platform:	Yes
Service Territory:	10,910 customers in Muscatine, IA
Program Name:	Energize Muscatine
Implementation:	Through March 1, 2005
2004 Budget:	Not supplied
Goals & Objectives:	To reduce energy consumption and cost to consumers and promote energy efficient practices.
Program Description:	Muscatine Power and Water offers various rebates to help promote the use of energy-efficient products.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>\$50 rebate for ENERGY STAR-qualified clothes washers.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>\$50 rebate for ENERGY STAR-qualified dishwashers.</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>\$50 rebate for ENERGY STAR-qualified refrigerators.</li> </ul> <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> <li>\$25 rebate for ENERGY STAR room air conditioners.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	John Root ☎ 563-262-3354 ✉ jroot@mpw.org 🌐 www.mpw.org



Sponsor:	<b>Waverly Light and Power</b>
ENERGY STAR Platform:	Yes
Service Territory:	4,300 residents of Waverly, IA
Program Name:	ENERGY STAR Appliances and Rebates

Implementation:	Ongoing
2004 Budget:	Not supplied
Goals & Objectives:	-
Program Description:	Waverly Light and Power is helping to promote the ENERGY STAR label by offering rebates on ENERGY STAR-qualified clothes washers, dishwashers, refrigerators, and room air conditioners.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$50 rebate for ENERGY STAR-qualified clothes washers.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$25 rebate for ENERGY STAR-qualified units exceeding federal standards by 30%.</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$100 rebate for ENERGY STAR-qualified refrigerators that are 15% above federal standard.</li> </ul> <p>Room Air Conditioners:</p> <ul style="list-style-type: none"> <li>▪ \$25 rebate for ENERGY STAR units that exceed standards by 15%.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Jay Jebe ☎ 319-352-6251 ✉ jay@wlpnet.net 🌐 www.waverlyia.com/wlp



Sponsor: ENERGY STAR Platform:	<b>*Wisconsin Department of Administration, Focus on Energy</b> Yes
Service Territory:	2.2 million residential and small commercial customers in Wisconsin
Program Name:	ENERGY STAR Appliance Program
Implementation:	<p>Clothes Washers: July 1, 2004-June 30, 2005</p> <p>Dishwashers: July 1, 2004-June 30, 2005</p> <p>Refrigerators: July 1, 2004-June 30, 2005</p>
2004 Budget:	<p>\$2.9 million total</p> <p>\$1.2 million incentives</p>
Goals & Objectives:	Increased electric system reliability and improved markets for energy-efficient products.
Program Description:	To provide support for retail channels for the sales and promotion of ENERGY STAR products through training, marketing material (POP), and in store technical support.
Incentives:	<p>Clothes Washers:</p> <ul style="list-style-type: none"> <li>▪ \$50 mail-in rebate for ENERGY STAR-qualified clothes washers.</li> </ul> <p>Dishwashers:</p> <ul style="list-style-type: none"> <li>▪ \$50 mail-in rebate for ENERGY STAR-qualified dishwashers.</li> </ul> <p>Refrigerators:</p> <ul style="list-style-type: none"> <li>▪ \$50 mail-in rebate for ENERGY STAR-qualified refrigerators.</li> </ul>
Field Support:	Field support (circuit riders) provides training and product labeling.
Marketing:	The program conducts a variety of outreach/PR events and activities including qualified sales, radio interviews, and demonstration projects.

	Wisconsin provides cooperative advertising to participating retail partners to promote rebates on qualified products.
Further Information:	Mary Meunier ☎ 608-266-2758 ✉ mary.meunier@doa.state.wi.us

## Northeast

Sponsor:	<b>*Long Island Power Authority (LIPA)</b>
ENERGY STAR Platform:	Yes
Service Territory:	1.1 million residential customers in Long Island, NY
Program Name:	Clean Energy Initiative
Implementation:	Clean Energy Initiative has been on going for 10 years. Special clothes washer rebate available January 1, 2004 - December 31, 2004.
2004 Budget:	
Goals & Objectives:	To preserve Long Island's natural environment, help customers save money on their electric bills, and conserve power.
Program Description:	The Clean Energy Initiative encompasses a number of programs designed to educate consumers and promote the use of energy-efficient products, including the In Concert with the Environment Program, Residential Central Air Conditioner/Heat Pump Rebate Program, and the Clean Energy Research, Development and Demonstration Program.  LIPA promotes ENERGY STAR appliances through LIPA's Clean Energy Initiative efforts. 100% of Long Island appliance retail stores now carry refrigerators, dishwashers and clothes washers that bear the ENERGY STAR label.
Incentives:	Clothes Washers: <ul style="list-style-type: none"> <li>▪ \$50 mail-in rebate for ENERGY STAR-qualified clothes washers.</li> </ul>
Field Support:	-
Marketing:	-
Further Information:	Maggie Ramos ☎ 631-436-4225 ✉ mramos@keyspanenergy.com 🌐 www.lipower.org



Sponsor:	<b>*Northeast Energy Efficiency Partnerships (NEEP)</b>
ENERGY STAR Platform:	Yes
Service Territory:	Nine electric, gas and efficiency utility service territories in MA, RI, CT, VT, Long Island (NY) serving approximately 5.3 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:	Northeast Regional ENERGY STAR Products Initiative
Implementation:	Ongoing
2004 Budget:	Not supplied

Goals & Objectives:	<p>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.</p> <p>Program Objectives:</p> <ul style="list-style-type: none"> <li>▪ Permanently change the regional marketplace for high-efficiency appliances so that sales and consumer preferences are reflected in their increased market penetration.</li> <li>▪ Increase consumer awareness of high-efficiency appliances and their benefits.</li> <li>▪ Increase the number of product offerings and encourage competition.</li> <li>▪ Increase retailer/manufacturers' participation/promotion of high-efficiency appliances in the Northeast.</li> <li>▪ Increase the number of retailers carrying high-efficiency appliances.</li> <li>▪ Reduce incremental prices of high-efficiency equipment to consumers by encouraging competition in the marketplace.</li> <li>▪ Establish the market for high-efficiency appliances such as ENERGY STAR clothes washers, dishwashers, refrigerators as standard, competitive product offerings.</li> <li>▪ Help provide marketing and field services in support of market transformation programs.</li> </ul>
Program Description:	<p>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.</p>
Incentives:	<p>Available. Please visit <a href="http://www.neep.org">www.neep.org</a> or call for details</p>
Field Support:	Ongoing
Marketing:	Ongoing
Further Information:	<p>Glenn Reed ☎ 781-860-9177 ext. 19 ✉ <a href="mailto:greed@neep.org">greed@neep.org</a>  Subid Wagley ☎ 781-860-9177 ext. 15 ✉ <a href="mailto:swagley@neep.org">swagley@neep.org</a>  🌐 <a href="http://www.neep.org">www.neep.org</a></p>