

Residential Appliance Programs National Summary

September 2005

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

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Note: All information contained in this document was compiled from interviews and documented program information. Every effort was made to provide the most current and accurate information. If a correction is necessary, contact Rebecca Foster, CEE, (617) 589-3949 ext. 207 or Rfoster@CEEL.org.

ORGANIZATION	Alliant Energy-Interstate Power & Light Co.
Type	Utility
Territory	The utility serves 1.4 million customers in Iowa, Illinois, Minnesota and Wisconsin. However, the Appliance Rebate program is only effective in Iowa and Minnesota.
PROGRAM BACKGROUND	
Name	Washer Rebates Appliance Recycling Rebates
Coordination	The Washer Rebates program is coordinated statewide in Iowa and Minnesota. The Appliance Recycling Rebates program is coordinated statewide in Iowa.
Year Established	The Washer Rebates program was established in 1998 in Minnesota and in 2003 in Iowa. The Appliance Recycling Rebates program was established in 1998 for refrigerators and freezers, and expanded in 2005 to include room air conditioners.
Target Audiences	The target audience for the Washer Rebates program is residential electric and/or natural gas customers. The target audience for the Appliance Recycling Rebates program is residential and business electric customers.
Specification Reference	The Washer Rebates program references the ENERGY STAR specification. To be eligible for the Appliance Recycling Rebates program, the electric refrigerator, freezer or room air conditioner must be in working order and currently in use. Also, the refrigerator or freezer unit must be a residential unit with a minimum size of 10 cu. ft. or larger (no commercial units).
Budget Cycle	Annual
Budget	Both programs' budgets are part of an overall budget for the residential prescriptive rebate program.
Goals and Objectives	Both programs have kWh, KW and therm savings goals, which are part of overall goals and objectives for the residential prescriptive rebate program.
Contact	Kim King, Product Manager. 318-786-7649 kimking@alliantenergy.com
Web Site	www.alliantenergy.com
PROGRAM COMPONENTS	
Cash Incentives	The Washer Rebates program offers the following cash rebates: Iowa \$100/vertical axis washer \$150/horizontal axis washer

	<p>Minnesota \$100/washer (vertical or horizontal)</p> <p>The Appliance Recycling Rebates program offers \$35 per unit, with a maximum of two refrigerators, two freezers and two room air conditioners per address. This amount is raised to \$50 for room air conditioners only in Iowa.</p>
Training (upstream)	Neither program offers a training component.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Both programs market themselves through trade account managers, participating retailers, coop dollars available to participating retailers, direct mail, bill inserts, customer newsletter, print advertising, the program brochures, and Alliant's energy efficiency hotline and web site. The Washer Rebates program was featured in ENERGY STAR's "Spring into a World of Savings" campaign. The Appliance Recycling Rebates program was included as part of Earth Day events.
Past Performance	Past program evaluations are not available.

ORGANIZATION	BC Hydro
Type	Electric utility
Territory	BC Hydro serves 1.4 million residential customers in the province of British Columbia.
PROGRAM BACKGROUND	
Name	Power Smart : Refrigerator Buy-Back Program (RBB)
Coordination	The program is coordinated with BC contractors providing refrigerator pick-up, dismantling, and long-haul services.
Year Established	RBB was established in 2003. Predecessor RBB programs were implemented in Courtenay, Comox and Quesnel (March to May 2002) and Vancouver Island (October 2002 to March 2003).
Target Audiences	The program targets residential customers who own secondary refrigerators.
Specification Reference	The program does not reference any specifications.
Budget Cycle	Multi-year: September 2003 to September 2005
Budget	The program's budget is \$9.78 million for two years.
Goals and Objectives	The program encourages customers to turn in their second operating refrigerators. The goal of the program is to obtain direct annual energy savings of 46.64 GWh/yr by end of the second year.
Contact	Alicia Forrester 604-453-6387 alicia.forrester@bchydro.com
Web Site	www.bchydro.com/powersmart
PROGRAM COMPONENTS	
Cash Incentives	The program offers \$30 per refrigerator for a maximum of two refrigerators per household.
Training (upstream)	Presentations on the program are offered to select refrigerator retailers.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	This program is promoted through newspaper, radio, bill insert, bill message, point-of-sale material at retail stores, and posters.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Bonneville Power Administration
Type	Federal agency
Territory	Bonneville Power Administration (BPA) covers six states and 9,000,000 customers. The Appliance Program is offered in a sub-region encompassing 5,000,000 residential consumers in six states.
PROGRAM BACKGROUND	
Name	ENERGY STAR Home Energy Appliance Program
Coordination	The program is coordinated at the regional by the Northwest Energy Efficiency Alliance. See the Northwest Alliance program summary for additional information.
Year Established	1997
Target Audiences	The program targets both consumers and manufacturers.
Specification Reference	The program references the ENERGY STAR spec, and, for clothes washers, the CEE specification.
Budget Cycle	Annual
Budget	Up to \$70 million is available, without specific restrictions on how much can be spent on appliances, but appliances represent a small fraction of local utility activity.
Goals and Objectives	The program is expected to save 40 aMW a year at a cost less than \$1.4 million/MWh.
Contact	Ken Keating, Coordinator of Market Transformation 503-230-5857 kmkeating@bpa.gov
Web Site	www.bpa.gov
PROGRAM COMPONENTS	
Cash Incentives	Each of the 128 utilities in the region offers incentives for some appliances, but not all.
Training (upstream)	Circuit riders from the Northwest Alliance train retailers on program components and ENERGY STAR, generally.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program mostly uses point of purchase advertising, as well as some local co-op advertising.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Los Angeles Department of Water and Power						
Type	Utility						
Territory	LADWP serves 1.2 million residential customers in the City of Los Angeles.						
PROGRAM BACKGROUND							
Name	LADWP offers two residential appliance programs: Consumer Rebate Program Refrigerator Turn In and Recycling (RETIRE)						
Coordination	The Consumer Rebate Program is implemented by the utility. It covers rebates for appliances, lighting and HVAC. RETIRE's turnkey operation is provided by a recycling contractor.						
Year Established	2003 (both programs)						
Target Audiences	Both programs target residential consumers in Los Angeles.						
Specification Reference	The Consumer Rebate Program references ENERGY STAR specifications. RETIRE does not reference any specifications.						
Budget Cycle	Annual: Fiscal year (July 1 through June 30) (both programs)						
Budget	The Consumer Rebate Program's budget (for lighting, appliances and HVAC) is \$1.5 million. RETIRE's budget is \$420,000.						
Goals and Objectives	The Consumer Rebate Program's savings goals (for lighting appliances and HVAC) are 1.4 GWh and 1.8 MW. RETIRE's savings goals are 3.6 GWh and 0.6 MW.						
Contact	Ed Petok, Senior Utility Conservation Representative 213-367-4939 ed.petok@ladwp.com						
Web Site	www.ladwp.com/crp (Consumer Rebate Program) www.ladwp.com/retire (RETIRE)						
PROGRAM COMPONENTS							
Cash Incentives	The Consumer Rebate Program offers the following appliance rebates: <table border="0"> <tr> <td>ENERGY STAR room air conditioner</td> <td>\$50</td> </tr> <tr> <td>ENERGY STAR dishwasher</td> <td>\$50</td> </tr> <tr> <td>ENERGY STAR clothes washer</td> <td>\$75</td> </tr> </table> <p>RETIRE does not offer cash incentives. However, participating customers receive a free six-pack of compact fluorescent light bulbs when they turn in their spare, operating refrigerators.</p>	ENERGY STAR room air conditioner	\$50	ENERGY STAR dishwasher	\$50	ENERGY STAR clothes washer	\$75
ENERGY STAR room air conditioner	\$50						
ENERGY STAR dishwasher	\$50						
ENERGY STAR clothes washer	\$75						
Training (upstream)	Neither program has a training component.						
PROGRAM MARKETING AND EVALUATION							
Marketing and Outreach Strategy	Both programs use bill inserts, web promotion, LADWP Service Centers and literature distributed at retail outlets.						
Past Performance	No formal past program evaluations are available.						

ORGANIZATION	MidAmerican Energy Company																														
Type	Utility																														
Territory	MidAmerican Energy Company services a 10,600 square-mile area from Sioux Falls, SD, to the Quad Cities area of Iowa and Illinois. MidAmerican serves over 600,000 residential electric and natural gas customers.																														
PROGRAM BACKGROUND																															
Name	Residential Equipment Program																														
Coordination	The program addresses both appliances (room air conditioners) and HVAC equipment (see HVAC Program Summary). Dealer involvement in the MidAmerican Energy service territory is vital to the promotion and delivery of the Residential Equipment Program. Two additional partners assist in program implementation: one partner processes program applications and manages rebate distribution to customers receiving rebates. A second partner manages the financing process.																														
Year Established	1996 (program was previously called Efficiency Plus)																														
Target Audiences	The program targets all Iowa residential customers replacing existing equipment, as well as residential customers purchasing equipment for the first time. Any business that sells or installs qualifying equipment within MidAmerican's Iowa service territory is also targeted. HVAC dealers, plumbers and large retail outlets are predominant trade allies in this program.																														
Specification Reference	The program references ENERGY STAR specifications.																														
Budget Cycle	Multiyear (2004-2008)																														
Budget	The program's total five-year Residential Equipment budget (including appliances and HVAC) is \$17,664,000.																														
Goals and Objectives	<p>The program goal (including appliances and HVAC) is to achieve the following energy and demand savings each year:</p> <table border="1"> <thead> <tr> <th></th> <th>MWh</th> <th>MW</th> <th>Therms</th> <th>Peak Therms</th> </tr> </thead> <tbody> <tr> <td>2004:</td> <td>4,743,194</td> <td>5.348</td> <td>929,400</td> <td>13,420</td> </tr> <tr> <td>2005:</td> <td>9,566,922</td> <td>10.828</td> <td>1,858,800</td> <td>26,840</td> </tr> <tr> <td>2006:</td> <td>14,471,395</td> <td>16.438</td> <td>2,788,200</td> <td>40,260</td> </tr> <tr> <td>2007:</td> <td>19,456,403</td> <td>22.180</td> <td>3,717,600</td> <td>53,680</td> </tr> <tr> <td>2008:</td> <td>24,481,713</td> <td>27.987</td> <td>4,647,000</td> <td>67,110</td> </tr> </tbody> </table>		MWh	MW	Therms	Peak Therms	2004:	4,743,194	5.348	929,400	13,420	2005:	9,566,922	10.828	1,858,800	26,840	2006:	14,471,395	16.438	2,788,200	40,260	2007:	19,456,403	22.180	3,717,600	53,680	2008:	24,481,713	27.987	4,647,000	67,110
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Contact	John O'Roake (515) 252-6764 JTORoake@midamerican.com																														
Web Site	www.midamericanenergy.com/rebates																														
PROGRAM COMPONENTS																															

Cash Incentives	The program offers a \$50 for ENERGY STAR room air conditioners.
Training (upstream)	Annual trade ally meetings are held as a means to recognize successful trade allies as well as inform them of the latest in energy efficiency programs. The coordination of additional training sessions is in progress.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	MidAmerican reaches its target audiences through periodic meetings, mailings (hard copy and e-mail) and one-on-one visits to dealers to inform them of program opportunities and planned changes. A trade ally specific web site is also available to provide dealers with resources and information to market and deliver program information to customers.
Past Performance	Past program evaluations are not available.

ORGANIZATION	Northeast ENERGY STAR® Appliance Initiative
Type	Regional efficiency initiative
Territory	The territory includes CT, MA, RI, VT and Long Island, NY, with the exception of the service territory of municipal utilities within this region. The initiative serves approximately 5.1 million residential customers.
PROGRAM BACKGROUND	
Name	Northeast ENERGY STAR® Appliance Initiative
Coordination	<p>The Initiative represents joint and coordinate program activities of program administrators in:</p> <ul style="list-style-type: none"> ▪ CT: United Illuminating Company* and Connecticut Light and Power ▪ MA: Cape Light Compact, Massachusetts Electric, Nantucket Electric, NSTAR Electric, Unitil, and Western Massachusetts Electric ▪ NY: Long Island Power Authority ▪ RI: Narragansett Electric ▪ VT: Efficiency Vermont <p>Regional activities are facilitated through the Northeast Energy Efficiency Partnerships (NEEP).</p> <p>In addition to internal coordination among Initiative members, appliance program activities are coordinated with their ENERGY STAR lighting program efforts. Appliance Initiative members also coordinate with other NEEP regional Appliance Initiative Sponsors (NH utilities, NYSERDA and the NJ Clean Energy Program) on regional and national activities such as strategic planning, national promotions, product quality, ENERGY STAR specification revisions, etc.</p> <p>* A separate appliance program summary is included for United Illuminating Company.</p>
Year Established	1997
Target Audiences	Program has strong upstream and downstream components. Most Initiative members focus primarily, if not exclusively, on residential customers, with a focus on retail channels. A number of members have run appliance turn-in/recycling promotions (primarily room AC and dehumidifiers) of limited duration.
Specification Reference	Products—including clothes washers, refrigerators, freezers, room air conditioners and dehumidifiers—must be ENERGY STAR-qualified.
Budget Cycle	Annual. However, some members develop their budgets as part of a multi-year planning cycle.

Budget	The total program budget for 2005 is \$6.7 million.																		
Goals and Objectives	The overarching program goal is to increase the stocking, promotion and sale of ENERGY STAR appliances. Specific goals and objectives vary by member. Some member goals are at the program level, while others, particularly energy savings goals are at the sector (residential) or organizational level.																		
Contact	<p>Mark Jackson: CT (UI), MA, and VT 508-460-1327 mjackson@aspensys.com</p> <p>Chris Walsh: CT (CL&P) 413-787-1939 ChrisW@AppliedProactive.com</p> <p>Tani Ensign Rivera: NY (LIPA) and RI 413-787-1939 tanie@appliedproactive.com</p>																		
Web Site	www.myenergystar.com																		
PROGRAM COMPONENTS																			
Cash Incentives	<p>Incentives for joint promotions with industry are negotiated. The following in-store consumer rebates are offered by Initiative members. All rebates run throughout 2005 unless otherwise noted.</p> <p>ENERGY STAR Clothes Washer</p> <table> <tr> <td>CT (UI and CL&P)</td> <td>\$50</td> </tr> <tr> <td>MA</td> <td>\$50</td> </tr> <tr> <td>NY (Long Island)</td> <td>\$50 (1/1/05 – 6/30/05)</td> </tr> <tr> <td>RI</td> <td>\$35</td> </tr> <tr> <td>VT</td> <td>\$50</td> </tr> </table> <p>ENERGY STAR Refrigerator</p> <table> <tr> <td>VT</td> <td>\$25 (6/1/05 – 8/31/05)</td> </tr> </table> <p>ENERGY STAR Room Air Conditioner</p> <table> <tr> <td>MA</td> <td>\$25 (3/1/05 – 7/31/05)</td> </tr> <tr> <td>RI</td> <td>\$20 (3/1/05 – 7/31/05)</td> </tr> <tr> <td>VT</td> <td>\$25 (5/1/05 – 8/31/05)</td> </tr> </table>	CT (UI and CL&P)	\$50	MA	\$50	NY (Long Island)	\$50 (1/1/05 – 6/30/05)	RI	\$35	VT	\$50	VT	\$25 (6/1/05 – 8/31/05)	MA	\$25 (3/1/05 – 7/31/05)	RI	\$20 (3/1/05 – 7/31/05)	VT	\$25 (5/1/05 – 8/31/05)
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VT	\$25 (5/1/05 – 8/31/05)																		
Training (upstream)	Members' field implementation contractors play an active and on-going role in training sales staff at all retail appliance market channels.																		
PROGRAM MARKETING AND EVALUATION																			
Marketing and Outreach Strategy	A common marketing contractor develops and helps deploy regional marketing materials and campaigns that have a consistent "look and feel." Members use a combination of print, point-of-purchase and radio, and other media to reach consumers. Individual members supplement these coordinated marketing efforts to meet member-specific or statewide needs.																		
Past Performance	Nearly all evaluation activities are performed on a statewide, rather than regional, basis. These evaluations may be available at individual member websites or at state regulatory sites, but they have not been compiled in a single location.																		

ORGANIZATION	Northwest Energy Efficiency Alliance
Type	Regional efficiency program administrator
Territory	The Alliance's territory covers Oregon, Washington, Idaho and Montana. The organization serves 11 million residential customers.
PROGRAM BACKGROUND	
Name	ENERGY STAR Consumer Products
Coordination	The program is coordinated regionally.
Year Established	1997
Target Audiences	The program targets residential consumers, primarily. It also works with retailers and, to a lesser extent, manufacturers.
Specification Reference	The program is based on the ENERGY STAR platform. Promotional activity for clothes washers is tied to the current CEE Tier 3a.
Budget Cycle	Annual
Budget	The 2005 program budget is \$700,000.
Goals and Objectives	<p>The program's goals and objectives include the following:</p> <ul style="list-style-type: none"> ▪ Maintain the NW annual market share for ENERGY STAR clothes washers at least 10% above national average market share ▪ Increase consumer and retailer awareness of clothes washers as related to higher efficiency products ▪ Achieve an annual market share for MEF 1.8 machines of at least 50% by 2007 ▪ Facilitate adoption of higher MEF levels within the ENERGY STAR specification as of 2007
Contact	<p>Marci Sanders, Residential Sector Manager</p> <p>503-827-8416 x 245 msanders@nwalliance.org</p>
Web Site	www.northwestenergystar.com
PROGRAM COMPONENTS	
Cash 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.
Training (upstream)	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.

PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	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.
Past Performance	Program evaluations can be found at www.nwalliance.org/resources/evalreports.asp .

ORGANIZATION	New York State Energy Research and Development Authority
Type	New York State Public Authority, as well as State Energy Office
Territory	NYSERDA serves all of New York state. The program serves investor owned utility (IOU) customers paying into the System Benefits Charge (SBC) fund.
PROGRAM BACKGROUND	
Name	New York Energy \$martSM Products Program
Coordination	The program is coordinated on some aspects with Long Island Power Authority (LIPA) and New York Power Authority for statewide initiatives, particularly for room air conditioners. It is also coordinated with other NYSERDA residential whole-building and small commercial programs.
Year Established	1999
Target Audiences	Incentives are targeted primarily to midstream and upstream audiences. The program marketing campaign targets residential consumers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Multi-year
Budget	The eight-year budget, which includes program implementation, incentives, coordination for appliances, lighting and other home products is \$36 million. The program's multi-media marketing campaign is fully integrated with other program marketing and not separately budgeted.
Goals and Objectives	The program's goals are to increase consumer demand for, availability of, and sales of ENERGY STAR appliances, lighting and other home products.
Contact	Karen Villeneuve, NYSERDA Program Manager 518-862-1090 x 3275 kev@nyserda.org
Web Site	www.GetEnergySmart.org
PROGRAM COMPONENTS	
Cash Incentives	The program offers incentives to retail and manufacturer partners for co-op advertising and special promotions.
Training (upstream)	The program offers formal and informal training of retail sales staff by field representatives on ENERGY STAR products, their benefits, and sales hooks. A training video and handbook are provided.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program's marketing and outreach techniques include: a statewide multi-media campaign on ENERGY STAR; direct consumer education through print, events, seminars, etc; point-of-purchase materials for retail partners; and, program field representatives that provide in-store and event support.
Past Performance	An extensive program evaluation is available at www.nyserda.org/Energy_Information/SBC/sbcmay05section6.pdf .

ORGANIZATION	Pacific Gas & Electric										
Type	Utility										
Territory	PG&E's service territory covers northern and central California.										
PROGRAM BACKGROUND											
Name	Home Energy Efficiency Program / Appliances										
Coordination	The program is coordinated statewide. All investor owned utilities (IOUs) in California have the same products criteria and rebate amounts.										
Year Established	2004. PG&E has offered appliance rebates since 1980s as part of past programs.										
Target Audiences	The program primarily targets a downstream audience, though PG&E recently piloted some midstream rebate efforts.										
Specification Reference	The program references ENERGY STAR specifications, as well as the CEE specification for clothes washers.										
Budget Cycle	Two-year (2004-2005). As of 2006, the budget will be multi-year.										
Budget	The program budget is approximately \$3 million.										
Goals and Objectives	The program has specific savings goals.										
Contact	Sue Fisher 415-973-2232 slf1@pge.com										
Web Site	www.pge.com/res/rebates										
PROGRAM COMPONENTS											
Cash Incentives	The program offers the following rebates in 2005: <table border="0"> <tr> <td>ENERGY STAR Clothes Washers</td> <td></td> </tr> <tr> <td> CEE Tier 1</td> <td>\$35</td> </tr> <tr> <td> CEE Tier 2</td> <td>\$75</td> </tr> <tr> <td>ENERGY STAR Dishwashers</td> <td>\$30</td> </tr> <tr> <td>ENERGY STAR Room Air Conditioners</td> <td>\$50</td> </tr> </table>	ENERGY STAR Clothes Washers		CEE Tier 1	\$35	CEE Tier 2	\$75	ENERGY STAR Dishwashers	\$30	ENERGY STAR Room Air Conditioners	\$50
ENERGY STAR Clothes Washers											
CEE Tier 1	\$35										
CEE Tier 2	\$75										
ENERGY STAR Dishwashers	\$30										
ENERGY STAR Room Air Conditioners	\$50										
Training (upstream)	The program does not offer a training component. It does maintain a vendor database of all retailers in PG&E's service territory, however, which it uses to send out e-mails, fax notifications, or hard-copy program announcements, updates, product closures, etc.										
PROGRAM MARKETING AND EVALUATION											
Marketing and Outreach Strategy	Last year, 60% of rebate applications came in through the program web site, which it relies on for much of its marketing and outreach. The										

	program also uses bill inserts, and occasionally corporate campaigns for certain products. For the past two years, the program has linked its clothes washer rebate page to the water agencies in PG&E territory, and the water agencies have linked back.
Past Performance	Past program evaluations can be found at www.calmac.org .

ORGANIZATION	Puget Sound Energy
Type	Utility
Territory	Puget Sound Energy's service territory is Washington State. PSE serves approximately one million residential customers.
PROGRAM BACKGROUND	
Name	ENERGY STAR Appliance Rebate Program
Coordination	The program is not coordinated with any others.
Year Established	2002
Target Audiences	The program's primary target audience is residential consumers.
Specification Reference	The program references ENERGY STAR specifications.
Budget Cycle	Annual
Budget	The program's 2005 budget is \$1.5 million.
Goals and Objectives	The program's goal for 2005 is to save 2,820,000 kWh.
Contact	Nora Williams, Program Manager 425-456-2462 nora.williams@pse.com
Web Site	www.pse.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers rebates of \$35 for ENERGY STAR clothes washers and \$20 for ENERGY STAR dishwashers.
Training (upstream)	The program provides training packets for retailers.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program's primary marketing techniques include bill inserts, newsletters, print ads and radio. The program also markets at special events like home shows, and orchestrates special promotions, such as a sweepstakes for a free clothes washer.
Past Performance	Past program evaluations are not currently available to the public.

ORGANIZATION	Seattle City Light
Type	Municipally owned utility
Territory	The utility's direct service territory encompasses the entire City of Seattle, WA, plus all or parts of several neighboring suburban communities.
PROGRAM BACKGROUND	
Name	WashWise
Coordination	Seattle City Light (SCL) operates this program in conjunction with Seattle Public Utilities (SPU), the municipally owned water provider. SPU offers the program throughout its direct service and purveyor districts.
Year Established	1997
Target Audiences	The program's target audience is retailer purchasers of resource-efficient clothes washers.
Specification Reference	The program's rebates reference the CEE clothes washer specification. SCL maintains a qualified products list which does not reference CEE.
Budget Cycle	Annual
Budget	The program's rebate budget is \$200,000.
Goals and Objectives	WashWise is a demand-side management (DSM) program that seeks to save kWh and water. SCL has an annual kWh savings goal of 1,380,000 kWh.
Contact	David Broustis, Seattle Public Utilities 206-684-5140 david.broustis@seattle.gov Connie Fevold, Seattle City Light 206-684-3654 connie.fevold@seattle.gov
Web Site	www.seattle.gov/light/conserves/resident/washwise
PROGRAM COMPONENTS	
Cash Incentives	WashWise pays a combined SCL and SPU rebate of \$25, \$50 or \$100 depending on the efficiency of the machine.
Training (upstream)	Retailers have received training in the past, but activities on this front are now almost entirely restricted to advising retailers of program changes.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The principal marketing tool used in 2005 has been signs on the outside of buses. The program also executed a one-time promotion that paid for the purchase of the 50,000th rebate applicant in the larger program area (not Seattle alone). In addition, magnetic stickers are placed on machines in stores, and WashWise is featured in radio ads and in utility newsletters.
Past Performance	Past program evaluations are available by contacting SCL.

ORGANIZATION	San Diego Gas and Electric				
Type	Utility				
Territory	The utility's serves approximately 800,000 residential meters in San Diego and Southern Orange Counties.				
PROGRAM BACKGROUND					
Name	Single-family Rebate Program				
Coordination	The program is coordinated statewide with investor-owned utilities.				
Year Established	2004 (two-year program)				
Target Audiences	The program has a downstream focus and targets single-family home owners, renters, mobile-homes, and other residential customers up to a four-plex.				
Specification Reference	The program references both ENERGY STAR specifications as well as CEE specifications.				
Budget Cycle	Two-year (2004-2005)				
Budget	The 2004-2005 budget was quickly depleted in mid-2004. Additional funding was requested and the program was reopened with a winter-savings fund. Program is anticipated to close by September 30, 2005.				
Goals and Objectives	The program has specific kWh and kW reduction targets. It also aims to achieve customer education on the benefits of energy efficiency.				
Contact	Aida Velazquez, Senior Energy Programs Advisor 858-654-6401 avelazquez@semprautilities.com				
Web Site	www.sdge.com				
PROGRAM COMPONENTS					
Cash Incentives	The program offers the following cash rebates: ENERGY STAR Clothes Washer <table border="0" style="margin-left: 40px;"> <tr> <td>CEE Tier 1</td> <td style="text-align: right;">\$35</td> </tr> <tr> <td>CEE Tier 2</td> <td style="text-align: right;">\$75</td> </tr> </table> ENERGY STAR Dishwasher \$30 ENERGY STAR Room Air Conditioner \$50	CEE Tier 1	\$35	CEE Tier 2	\$75
CEE Tier 1	\$35				
CEE Tier 2	\$75				
Training (upstream)	The program provides informal training to sales personnel at retailers, as well as written communication to contractors and other stakeholders.				
PROGRAM MARKETING AND EVALUATION					
Marketing and Outreach Strategy	The program is marketed through radio, TV, and newspaper advertising. It also uses bill inserts, articles in the customer newsletter, community events, and through various outreach efforts.				
Past Performance	Past program evaluations are available at see www.calmac.org .				

ORGANIZATION	Sacramento Municipal Utility District
Type	Municipal electric utility
Territory	SMUD serves approximately 508,000 residential customers in Sacramento County, CA.
PROGRAM BACKGROUND	
Name	Appliance Efficiency Program
Coordination	Some program aspects are coordinated with local water agencies and with other CA electric utilities.
Year Established	1990 (approx.). Various components have been added, modified, or deleted in intervening years.
Target Audiences	The program's target audience is residential customers, as well as appliance and home-improvement retailers. The room air conditioner rebate is specifically targeted to customers with older homes and apartments. The clothes washer and dishwashers are specifically targeted to homeowners with electric water heating.
Specification Reference	The program references the ENERGY STAR appliances specifications. It references the CEE specifications for clothes washers and dishwashers.
Budget Cycle	Annual
Budget	The program budget for new appliances is \$784,000, including \$333,000 in consumer rebates for new appliances. The budget for recycling (refrigerator/freezer) is \$1.5 million, including \$280,000 in consumer rebates for recycling.
Goals and Objectives	<p>The Appliance Efficiency Program includes consumer rebates for new refrigerators, room ac, clothes washers, dishwashers, as well as rebates for old refrigerator/freezer pickup and recycling. Program goals include:</p> <ul style="list-style-type: none"> ▪ 7.15 GWh/year savings ▪ 1.4 MW summer peak-load savings ▪ 5,000 refrigerators, 425 room air conditioners, 450 clothes washers and 300 dishwashers purchased ▪ 8,000 refrigerators/freezers recycled
Contact	<p>Rick Kallett, Principle Demand Side Specialist 916-732-5477 rkallett@smud.org</p> <p>Carol Novak, Contract Services Supervisor 916-732-5443 cnovak@smud.org</p>
Web Site	http://www.smud.org/residential/saving/rebate

PROGRAM COMPONENTS																	
Cash Incentives	<p>The program offers the following cash rebates:</p> <p>ENERGY STAR Clothes Washers</p> <table> <tr> <td>CEE Tiers 2 and 3A</td> <td style="text-align: right;">\$75</td> </tr> <tr> <td>CEE Tier 3B</td> <td style="text-align: right;">\$125</td> </tr> </table> <p>ENERGY STAR Dishwashers</p> <table> <tr> <td>CEE Tier 1 (for 2006)</td> <td style="text-align: right;">\$30</td> </tr> <tr> <td>CEE Tier 1 (for 2006)</td> <td style="text-align: right;">\$50</td> </tr> </table> <p>ENERGY STAR Refrigerators</p> <table> <tr> <td>Purchase</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>Recycling</td> <td style="text-align: right;">\$35</td> </tr> </table> <p>ENERGY STAR Room Air Conditioners</p> <table> <tr> <td>Purchase</td> <td style="text-align: right;">\$50</td> </tr> <tr> <td>Recycling</td> <td style="text-align: right;">\$35</td> </tr> </table>	CEE Tiers 2 and 3A	\$75	CEE Tier 3B	\$125	CEE Tier 1 (for 2006)	\$30	CEE Tier 1 (for 2006)	\$50	Purchase	\$50	Recycling	\$35	Purchase	\$50	Recycling	\$35
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Training (upstream)	SMUD field staff trains and maintains close contact with retailers to sustain their support of the program.																
PROGRAM MARKETING AND EVALUATION																	
Marketing and Outreach Strategy	The program is marketed through utility bill packages, retailer education, point-of-purchase materials, print ads, the Internet, PR/news, community events/trade shows, and partnerships (e.g., water utilities).																
Past Performance	Past program evaluations are not available.																

ORGANIZATION	Salt River Project Power District
Type	Municipal electric utility
Territory	The Salt River Project (SRP) Power District's service territory covers the Phoenix, AZ metropolitan area. It serves 825,000 electric customers.
PROGRAM BACKGROUND	
Name	SRP PowerWise™
Coordination	The program is coordinated internally by SRP and is implemented through partnerships with retailers and manufacturers.
Year Established	2005
Target Audiences	The target audience includes all residential and commercial customers.
Specification Reference	The program references ENERGY STAR and will reference other technical sources such as CEE.
Budget Cycle	Annual (May to April, SRP's fiscal year)
Budget	Budget information is not available.
Goals and Objectives	<p>The program encourages the purchase of ENERGY STAR-qualified clothes washers, dishwashers, refrigerators and freezers. Program goals include:</p> <ul style="list-style-type: none"> ▪ To increase awareness, knowledge, and implementation of energy efficiency activities ▪ To increase energy efficiency as a purchasing criteria ▪ To increase purchases of ENERGY STAR-qualified products
Contact	Linda Crafton, Program Manager 602-236-5907
Web Site	www.srpnet.com/energy/powerwise
PROGRAM COMPONENTS	
Cash Incentives	The program does not offer cash incentives.
Training (upstream)	The program offers training for the sales force of partner retailers. Training is also being developed for commercial contractors.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program uses the following marketing and outreach techniques: monthly bill inserts, website, direct mail, print ads and events, including those at retailer locations.
Past Performance	Past program evaluations are not available.

ORGANIZATION	United Illuminating Company
Type	Electric utility
Territory	The utility serves 300,000 residential customers in Greater New Haven and Fairfield Counties, CT.
PROGRAM BACKGROUND	
Name	Energy Star Appliances Program
Coordination	The program is coordinated regionally by the Northeast Energy Efficiency Partnership (NEEP). See the Northeast ENERGY STAR Appliance Initiative summary for further information.
Year Established	1998
Target Audiences	The program targets on residential customers.
Specification Reference	The appliance program references the ENERGY STAR specification
Budget Cycle	Annual (calendar year)
Budget	The current appliance program budget is \$405,480.
Goals and Objectives	<p>The overall goal of the program is to create and sustain positive changes in the residential appliance market. Specific program objectives include:</p> <ul style="list-style-type: none"> ▪ To increase consumer awareness of high-efficiency appliances and their benefits ▪ To increase retailer/manufacturers' participation/promotion of high-efficiency appliance in the Northeast ▪ To increase the number of retailers carrying efficient appliances ▪ To reduce incremental prices of high-efficiency equipment to consumers by encouraging competition in the marketplace ▪ To establish the market for high-efficiency appliances as standard, competitive product offerings ▪ To help provide marketing and field services in support of market transformation programs
Contact	Sean Keeney, Marketing Program Administrator 203-499-3868 sean.keeney@uinet.com
Web Site	www.uinet.com/your_home/estar_appl.asp
PROGRAM COMPONENTS	
Cash Incentives	The program offers a \$50 mail-in rebate for ENERGY STAR-qualified clothes washers.
Training (upstream)	Field Representatives train retail employees on the benefits of

	ENERGY STAR and “second sticker pricing” (retail price of non-ENERGY STAR vs. monetary savings, and wear & tear on clothing).
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	Multiple marketing channels are used to contact residential customers, including: POP, bill stuffers, radio, print media, and home shows.
Past Performance	For program evaluations, contact Paul Gray at paul.gray@uinet.com .

ORGANIZATION	Wisconsin Department of Administration, Focus on Energy
Type	Statewide energy efficiency program, public benefits
Territory	Focus on Energy serves 2.2 million residential and commercial customers in Wisconsin.
PROGRAM BACKGROUND	
Name	ENERGY STAR Appliance Program
Coordination	The program is coordinated with regional efficiency programs and cross-coordinated with other Focus on Energy programs.
Year Established	2001
Target Audiences	The program targets all Business and residential consumers in the state of Wisconsin.
Specification Reference	The program references the ENERGY STAR specification for eligibility in the program.
Budget Cycle	Annual (Fiscal year, July 1 – June 30)
Budget	The program is \$5.02 million, shared between the ENERGY STAR appliance and lighting program (not split by technology type).
Goals and Objectives	<p>The program's objective is to provide support for retail channels for the sales and promotion of ENERGY STAR products through training, marketing materials, in-store technical support, and PR. Goals include:</p> <ul style="list-style-type: none"> ▪ Increasing market penetration of energy-efficient technologies ▪ Increasing consumer awareness for ENERGY STAR products ▪ Increasing electric system reliability ▪ Improving markets for energy efficient lighting products ▪ Reducing Wisconsin residential utility bills through the use of energy efficient products
Contact	Sara Van De Grift, Wisconsin Energy Conservation Corporation 608-249-9322x160 sarav@weccusa.org
Website	www.focusonenergy.com
PROGRAM COMPONENTS	
Cash Incentives	The program offers incentives for clothes washers, dishwashers and refrigerators. The incentive level is determined by what the manufacturer is willing to match.
Training (upstream)	Circuit riders provide training and product labeling.
PROGRAM MARKETING AND EVALUATION	
Marketing and Outreach Strategy	The program conducts a variety of outreach/PR events and activities including special promotions and sales, radio and newspaper advertising, fairs and other public demonstration projects.
Past Performance	Past program evaluations can be found at www.focusonenergy.com/portal.jsp?pagelid=2 .