

# State Energy Efficient Appliance Rebate Program

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The information summarized in this presentation is based on the 56 State and Territory plans that have been approved by DOE.

It reflects information available as of January 28, 2010. Some aspects of state plans will remain fluid until the programs start and are thus subject to change.

For the most recent program details, please consult the States' web pages, which can be found at the following link:  
<http://www.energysavers.gov/rebates>.

- Background
- Program Details
- DOE Support and Tools

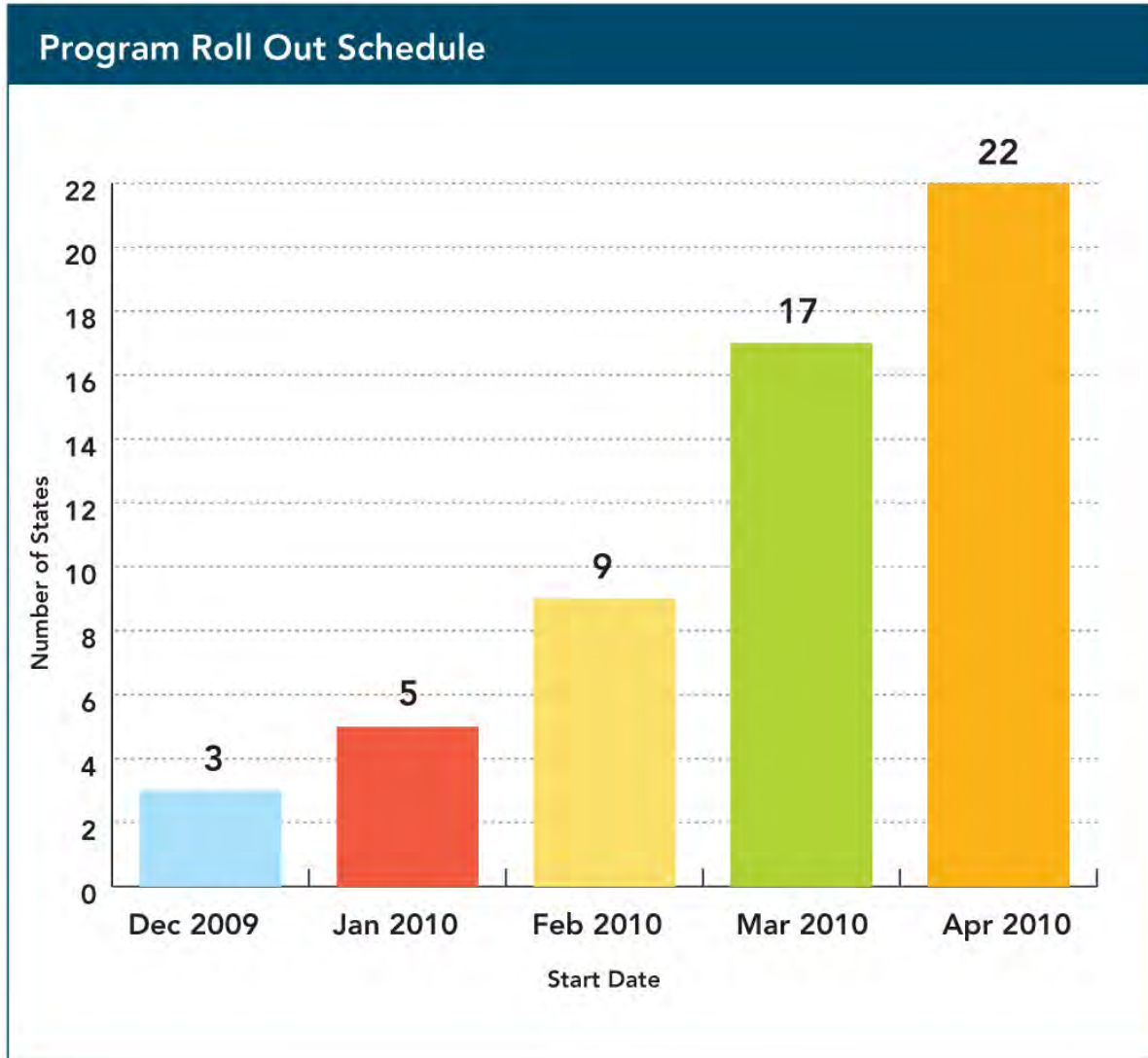
- **Origin:** Authorized in EPACT 2005; amended in EISA 2007; funded as part of ARRA 2009
- **State Funding:** \$296 million; allocated using population formula
- **Participating States:** All 56 U.S. States and Territories
- **Goal:** Save energy and stimulate economy by encouraging consumers to replace old appliances with new ENERGY STAR qualified models
- **Eligible products:** Residential appliances and cold climate products
- **Eligible consumers:** Consumers replacing an old appliance (multifamily owners, builders, CAP agencies are NOT ELIGIBLE)
- **Timing:** Funds must be expended by Feb 2012

- Davis Bacon does not apply
- Buy American does not apply
- NEPA categorical exclusion is in effect
- Progress Reports due Quarterly to DOE
- The latest list of 56 questions and answers is posted at:  
[www.eere.energy.gov/states/appliance\\_rebate.cfm](http://www.eere.energy.gov/states/appliance_rebate.cfm)

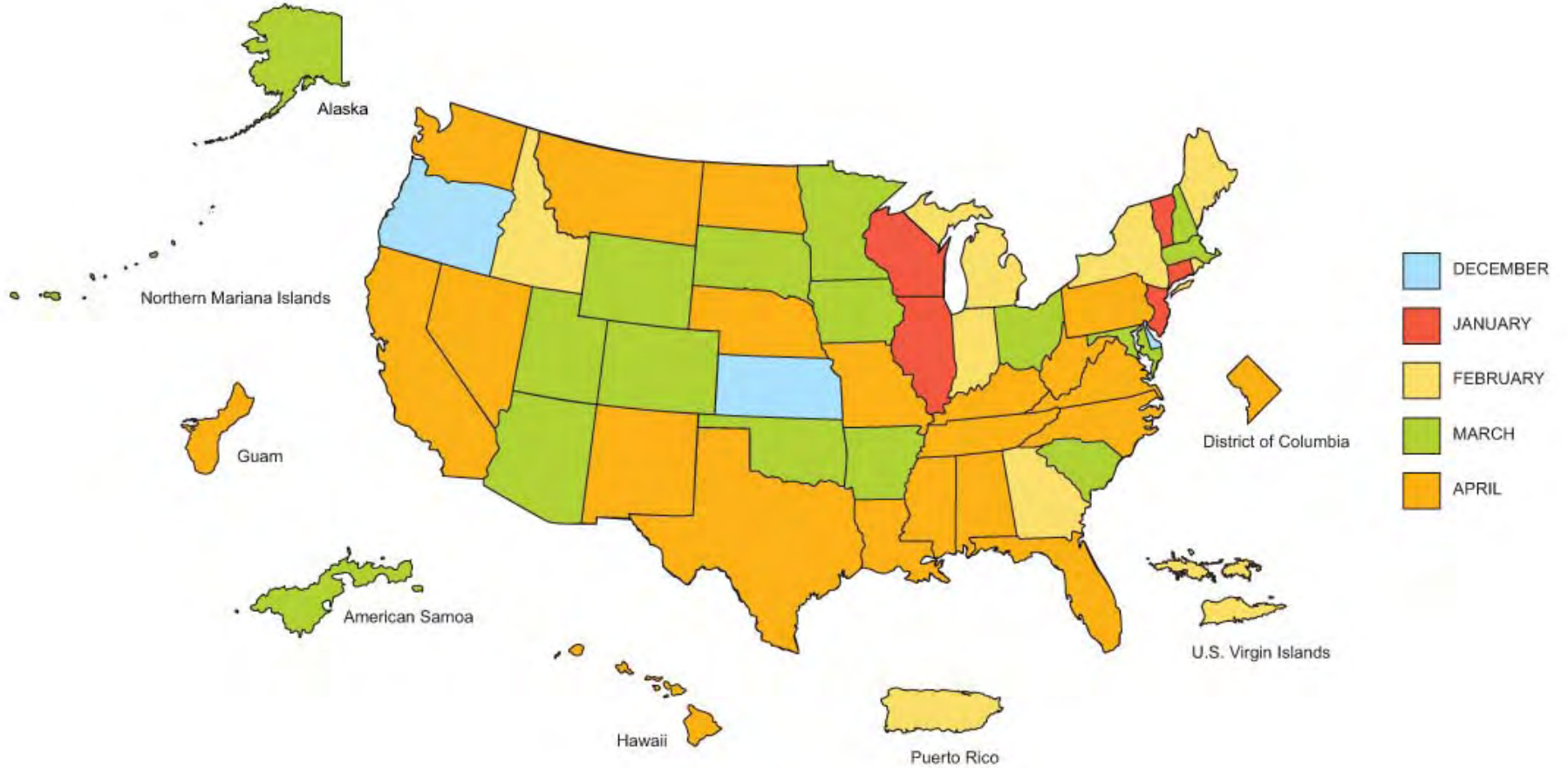
- DOE has initiated an activity to review the energy performance of covered products
- DOE will be testing “off the floor” models
- Testing is currently underway
  - Appliances
  - Water heaters
  - HVAC

# Program Details

- 56 of the States and Territories have had their individual plans approved and have received their funding
- Programs are offering rebates on appliances, water heaters, and HVAC products
- The timing of the promotions vary by State:
  - Launches in Dec, Jan, Feb, Mar, Apr
  - Some run consecutive weeks until funding is gone
  - Some are for set time period only (e.g., 1 week)
  - Some are in two phases (e.g., Jan then Apr)
- Programs will end when funding is depleted



# Launch Dates



# Projected Spending by Category

| Product Category | No. of Rebates Budgeted | Rebate Funds Budgeted | Estimated Consumer Spending |
|------------------|-------------------------|-----------------------|-----------------------------|
| Home Appliances  | 1,723,449               | \$168 million         | \$1.3 billion               |
| Water Heaters    | 148,214                 | \$30 million          | \$0.2 billion               |
| HVAC             | 202,136                 | \$63 million          | \$0.7 billion               |
| <b>TOTAL</b>     | <b>2,073,799</b>        | <b>\$261 million</b>  | <b>\$2.2 billion</b>        |

| Product         | No. of States | Rebate Ranges | Tier Ranges                        |
|-----------------|---------------|---------------|------------------------------------|
| Clothes Washers | 46            | \$35-\$300    | ENERGY STAR –<br>Beyond CEE Tier 3 |
| Refrigerators   | 45            | \$45-\$500    | ENERGY STAR –<br>CEE Tier 3        |
| Dishwashers     | 34            | \$25-\$200    | ENERGY STAR –<br>CEE Tier 2        |
| Freezers        | 26            | \$25-\$300    | ENERGY STAR                        |
| Room ACs        | 25            | \$10-\$150    | ENERGY STAR –<br>CEE Tier 2        |
| Dehumidifiers   | 2             | \$25-\$50     | ENERGY STAR                        |

| Product                                 | No. of States | Rebate Ranges | Tier Ranges                        |
|---|---------------|---------------|------------------------------------|
| Gas Tankless                            | 28            | \$100-\$400   | ENERGY STAR                        |
| Gas Storage                             | 25            | \$50-\$255    | ENERGY STAR<br>(1/1/09 and 9/1/10) |
| Electric Heat Pump                      | 22            | \$50-\$425    | ENERGY STAR                        |
| Solar<br>(Elec./Gas/Indirect<br>Backup) | 16            | \$125-\$2000  | ENERGY STAR;<br>Federal Tax Credit |
| Gas Condensing                          | 15            | \$99-\$400    | ENERGY STAR                        |

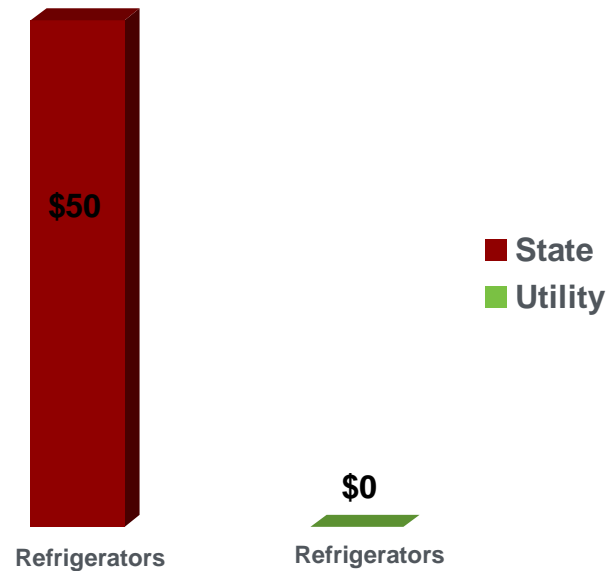
| Product  | No. of States | Rebate Ranges | Tier Ranges                        |
|--|---------------|---------------|------------------------------------|
| Furnace<br>(Gas/Oil/Propane)                           | 27            | \$99-\$500    | ENERGY STAR –<br>Beyond CEE Tier 3 |
| Central Air<br>Conditioning or<br>Air Source Heat Pump | 25            | \$75-\$2000   | ENERGY STAR –<br>CEE Tier 2        |
| Boiler<br>(Gas/Oil)                                    | 14            | \$100-\$1500  | ENERGY STAR –<br>CEE Tier 2        |
| Geothermal Heat<br>Pump                                | 9             | \$75-\$1000   | ENERGY STAR                        |

- Some States are offering rebates on efficiency levels above ENERGY STAR
- Future ENERGY STAR criteria
  - Sept 2010 (gas storage water heaters)
  - 2011 (clothes washers and dishwashers)
- CEE Tiers
  - Developed by the Consortium for Energy Efficiency
  - [www.cee1.org](http://www.cee1.org)
- Custom requirements

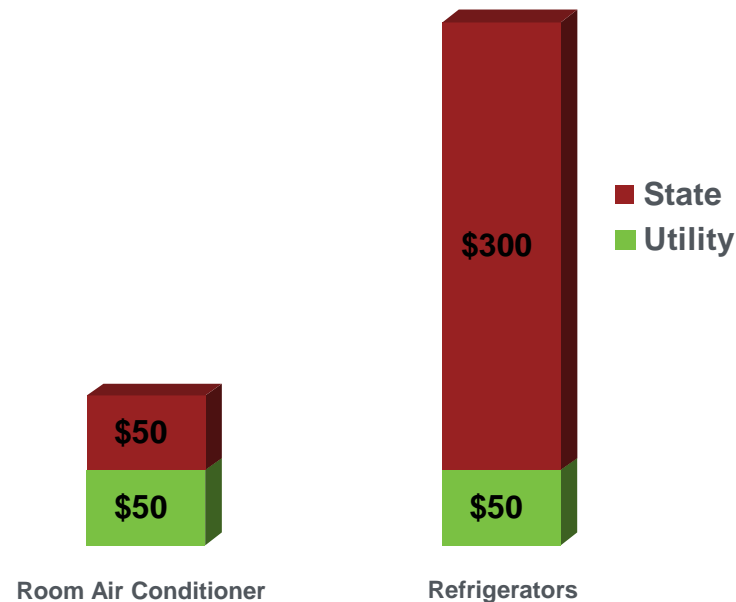
- Rebate fulfillment scenarios:
  - Mail-in – 45 States
  - Instant – 2 States (IL and CNMI)
  - Mail-in and Instant – 5 States (NH, NJ, NC, SC, VT)
  - Other (Voucher) – 4 States (AK, KS, OR, PR)
- Rebate reservation:
  - Some states will require consumers to reserve a rebate before purchasing a product
- Retailer programs:
  - Some states will require consumers to purchase products from “participating retailers or vendors”

- States were required to take into account what rebates were already available in their State
- State plans took those into account in four different ways
  1. Offer rebates for the first time
  2. Layer rebates over existing rebates
  3. Promote higher efficiency products through extra rebates
  4. Rebate a different product than what already has rebates

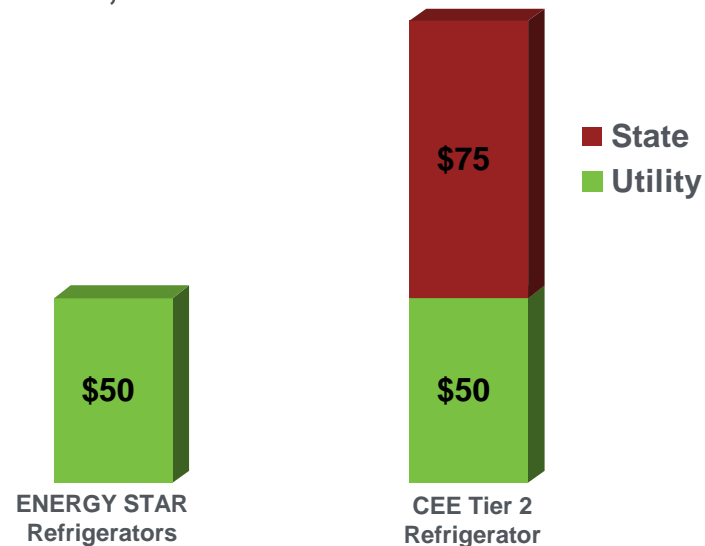
- In some or all areas of the State people can take advantage of rebates for the first time
- Examples: Alabama, Montana, North Dakota, etc.



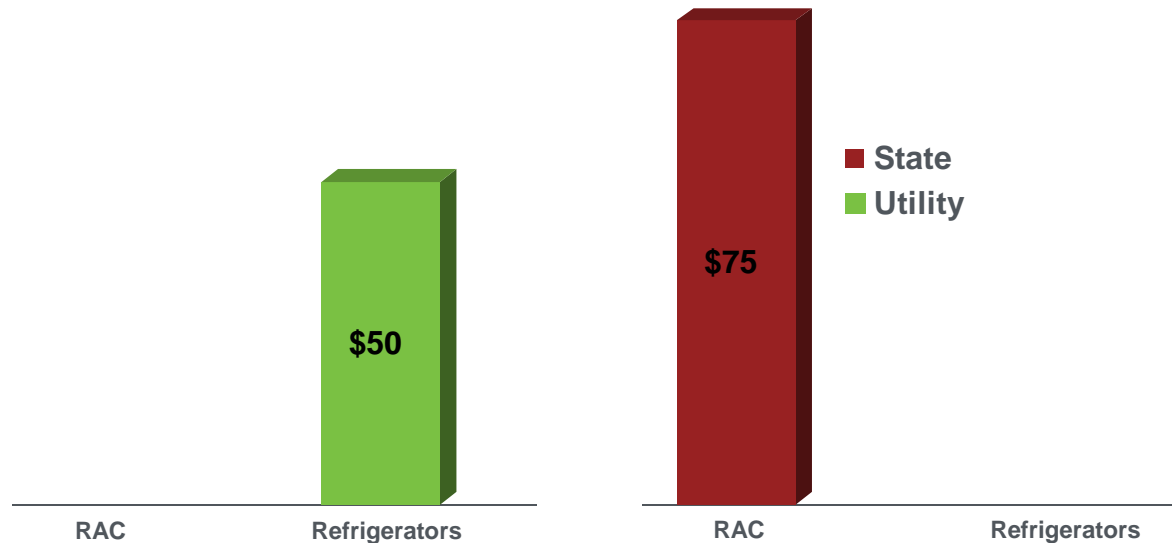
- ARRA rebates layered on top of existing rebates
  - The combined rebate can vary within each state
- Examples: Arizona, South Carolina, etc.



- Some States are promoting higher efficiency products through their rebates
  - A utility is rebating ENERGY STAR qualified refrigerators so the State decides to target a CEE Tier 2 qualified refrigerator
  - Consumers who buy the Tier 2 unit can receive both the utility and State rebates
  - Examples: Maryland, California, etc.



- Some States are offering rebates on products that are not covered by utility rebates



- State programs fall into two categories:
  - Stand-alone State programs
    - Majority of States
    - State rebates complement existing utility-funded programs
  - Partnership
    - Funds distributed through utilities or existing statewide program
    - Examples: DE, MD, ME, NJ, NY, VA

- All States require replacing an old unit
- 8 States require haul away/proper disposal (i.e., unit NOT re-sold)
  - Participating retailer/vendor agreements (requirement)
  - Consumer provides haul-away receipt with rebate application
  - Consumer self-certifies that old unit was disposed of properly
- 18 States require the recycling of old unit
  - Retailer/vendor agreements (requirement)
  - Consumer receipt from recycler
- 6 States: extra rebate given with proof of recycling





- Consumers
  - Must be replacing an existing appliance
- Retailers/Vendors
  - May provide pick-up and disposal of old appliances, but it is not required
- Alabama Department of Economic and Community Affairs (ADECA)
  - Will encourage consumers to recycle old appliances



- Consumers
  - Will be required to submit documentation verifying that the unit was removed from the home by a retailer, recycler, or other party
- Retailers/Vendors
  - Will be required to sign a participation agreement stating the units that they collect will be disposed of properly

- **Consumers**
  - Will need to provide proper proof of recycling in order to obtain rebate
  - May work with an official program partner or bring appliances to a recycling facility themselves
- **Official Partners**
  - Must provide consumer required proof of recycling
  - Recyclers, utilities, and retailers can provide this service to help a state with their administration costs

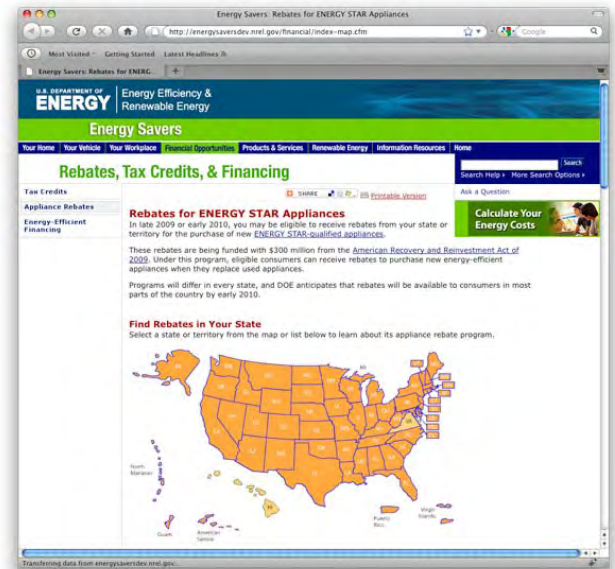


# DOE Support

- Regular E-blasts, calls, and webinars for SEOs
- Tools and guidance documents
- E-blasts and webinars for retailers and manufacturers
  - Rebate details by State
- Program info and fact sheets for consumers



- Info for consumers @ [www.energysavers.gov/rebates](http://www.energysavers.gov/rebates)
  - List of all state programs with start dates and web links
  - Summary of each program
- Info for States @ [www.eere.energy.gov/states](http://www.eere.energy.gov/states)
- ENERGY STAR Web site
  - Links to Energy Savers Site
  - Rebate info will be entered



# Industry Activities

- Retailer Activities
  - Will time advertisements/outreach around State programs, where possible
  - Sales associate training (criteria levels, timing, rebate amounts)
  - Signage to designate eligible models
  - Consumer access to State online reservation systems
  - Web Presence

# Questions

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