



# Appliance Programs at a Glance

## Spring 2007 ENERGY STAR® Guide to Residential Appliance Programs by Energy Efficiency Program Sponsors (EEPS)

*As of April 2007*

The 2007 ENERGY STAR® *Guide to Residential Appliance Programs* provides an overview of the efficiency programs currently being offered by utilities and energy efficiency program sponsors (EEPS) for ENERGY STAR qualified clothes washers, dishwashers, refrigerators and room air conditioners. The guide provides current information about incentives, marketing activities, consumer education and outreach efforts, program contacts, and other relevant details of appliance programs sponsored by ENERGY STAR EEPS partners. This version of the guide also includes information about tax incentives for ENERGY STAR appliances currently offered on a state by state basis.

Clicking on region titles in the Table of Contents or Summary Table will allow you to navigate to the corresponding sections of the Program Details portion of the document. To return to the Summary Table, simply click the “Back To Table” link at the end of each section.

The guide is divided into two sections. The first section, offering *Appliance Programs at a Glance*, provides a quick summary of tax incentives, EEPS program information, budget figures and a checklist of supported appliances with rebate level information provided where applicable. The second section lists more detailed information about the individual residential appliance activities and program contact information. The second section also attempts to distinguish between the following activities:

- **Partnership Opportunities**, involving jointly-funded or cost-shared activities between EEPS partners and manufacturing and/or retail partners; and
- **Other Activities** undertaken without requests for joint funding or cost sharing.

If you have any questions or comments about this guide, please contact D&R International, at 301-588-9387.

*[NOTE: Multifamily housing owners and managers should consult with the listed energy program providers to determine whether rebates are available to multifamily properties. Eligibility varies based on utility requirements.]*

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# Appliance Programs at a Glance

## Summary Table

Region	States	Partner Name	Appliance Rebates				Other Promotions			
			Clothes Washers	Dish-washers	Refrig / Freezers	Room A/C	Tax Incentives	Education and Marketing	Recycling Services/ Incentives	Other Financial Services
<a href="#">California</a>	CA	<i>Burbank Water and Power</i>	\$25-\$500	\$25-\$500	\$25-\$500	\$25-\$500				
		Flex Your Power						√		
		L.A. Department of Water & Power	\$250 as of 4/1/07		\$65	\$50				
		Pacific Gas & Electric	\$35-\$75	\$30-\$50	\$35	\$50, \$25			√	
		Sacramento Municipal Utility District	\$100-\$175	\$30-\$50	\$50	\$50			√	
		San Diego Gas & Electric		\$30-\$50	\$50	\$50				
		Southern California Edison			\$50, \$35	\$50, \$75			√	
		Southern California Gas	\$35	\$30						
		Cape Light Compact	\$75		\$150					
		National Grid Massachusetts	\$75							
		NSTAR Electric	\$75							
<a href="#">Southwest / Mountain West</a>	NV	<i>Sierra Pacific Power and Nevada Power</i>	\$40		\$25			√		
<a href="#">Multi-Region</a>	AZ, NV, CA	<i>Southwest Gas Corporation</i>	<i>tbd</i>							

\*Budgets are for 2007 unless otherwise noted.

\*\* PG&E's budget also includes multi-family and small commercial programs.

\*\*\* Includes other products in addition to ENERGY STAR qualified appliances.

## Program Details

This chart provides more detailed information about residential appliance activities undertaken by EEPS partners. Please note that the Other Activities category includes EEPS partner activities conducted without funding assistance from manufacturing or retail partners.

### CALIFORNIA

State(s)	Partner Information	Program Descriptions																								
CA	<p><b>Burbank Water and Power</b> Steve Soghomonian (818) 238-3638 <a href="mailto:ssoghomonian@ci.burbank.ca.us">ssoghomonian@ci.burbank.ca.us</a></p> <p>Rosemary Wooldridge (818) 238-3730 <a href="mailto:rwooldridge@ci.burbank.ca.us">rwooldridge@ci.burbank.ca.us</a></p>	<p><b>Program Goals:</b> Not specified <b>Program Budget:</b> \$400,000 for fiscal year 2007, renewable for fiscal year 2008. This budget covers ENERGY STAR appliances as well as whole house fans, pool pumps, windows and doors. <b>Program Duration:</b> July 1 2006 through June 30 2007 <b>Other Activities:</b></p> <ul style="list-style-type: none"> <li><b>Mail-In Rebates</b> – The Burbank Home Rewards Program provides rebates for ENERGY STAR qualified products based on the total amount spent. Higher rebate levels are offered for products purchased at Burbank area retailers. The table below illustrates the rebate scheme.</li> </ul> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th></th> <th style="text-align: center;"><i>Purchased in Burbank</i></th> <th style="text-align: center;"><i>Purchased Outside of Burbank</i></th> </tr> </thead> <tbody> <tr> <td style="text-align: center;"><b><u>Customer Spends:</u></b></td> <td style="text-align: center;"><b><u>Customer</u></b></td> <td style="text-align: center;"><b><u>Customer Receives:</u></b></td> </tr> <tr> <td style="text-align: center;"><i>Up to \$500</i></td> <td style="text-align: center;"><i>\$50</i></td> <td style="text-align: center;"><i>\$25</i></td> </tr> <tr> <td style="text-align: center;"><i>\$501 to \$1,000</i></td> <td style="text-align: center;"><i>\$100</i></td> <td style="text-align: center;"><i>\$50</i></td> </tr> <tr> <td style="text-align: center;"><i>\$1,001 to \$2,000</i></td> <td style="text-align: center;"><i>\$200</i></td> <td style="text-align: center;"><i>\$100</i></td> </tr> <tr> <td style="text-align: center;"><i>\$2,001 to \$3,000</i></td> <td style="text-align: center;"><i>\$300</i></td> <td style="text-align: center;"><i>\$150</i></td> </tr> <tr> <td style="text-align: center;"><i>\$3,001 to \$4,000</i></td> <td style="text-align: center;"><i>\$400</i></td> <td style="text-align: center;"><i>\$200</i></td> </tr> <tr> <td style="text-align: center;"><i>\$4,001 and over</i></td> <td style="text-align: center;"><i>\$500</i></td> <td style="text-align: center;"><i>\$250</i></td> </tr> </tbody> </table> <p> <ul style="list-style-type: none"> <li><b>Marketing</b> - Bill inserts, local TV advertisements, walk-in and over the phone promotion of rebate program by Burbank Water and Power associates. <b>Web site:</b> <a href="http://www.burbankwaterandpower.com/homerewards.html">http://www.burbankwaterandpower.com/homerewards.html</a></li> </ul> </p>		<i>Purchased in Burbank</i>	<i>Purchased Outside of Burbank</i>	<b><u>Customer Spends:</u></b>	<b><u>Customer</u></b>	<b><u>Customer Receives:</u></b>	<i>Up to \$500</i>	<i>\$50</i>	<i>\$25</i>	<i>\$501 to \$1,000</i>	<i>\$100</i>	<i>\$50</i>	<i>\$1,001 to \$2,000</i>	<i>\$200</i>	<i>\$100</i>	<i>\$2,001 to \$3,000</i>	<i>\$300</i>	<i>\$150</i>	<i>\$3,001 to \$4,000</i>	<i>\$400</i>	<i>\$200</i>	<i>\$4,001 and over</i>	<i>\$500</i>	<i>\$250</i>
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CA	<p><b>Flex Your Power</b> Shaun Ellis (415) 771-7571 x317 <a href="mailto:sellis@fypower.org">sellis@fypower.org</a></p>	<p><b>Program Goals:</b> Not specified <b>Program Budget:</b> Not specified <b>Program Duration:</b> Ongoing <b>Other Activities:</b></p> <ul style="list-style-type: none"> <li><b>Marketing</b> – Multimedia advertising including direct mail, bill inserts, newspaper, TV and radio ads, community outreach events, and web sites. <b>Web page:</b> <a href="http://www.fypower.org">www.fypower.org</a></li> </ul>																								
CA	<p><b>Los Angeles Department of Water and Power</b> Ed Petok 213-367-4939 <a href="mailto:ed.petok@ladwp.com">ed.petok@ladwp.com</a></p>	<p><b>Program Goals:</b> Not specified <b>Program Budget:</b> \$2.5 million <b>Program Duration:</b> July 1 2006 through June 30 2007 <b>Other Activities:</b></p> <ul style="list-style-type: none"> <li><b>Rebates</b> – Incentives of \$65 for ENERGY STAR qualified refrigerators and \$50 for qualified room air conditioners. <i>The \$150 incentive for qualified clothes washers will increase to \$250, effective April 1, 2007.</i></li> <li><b>Appliance Recycling</b> – Incentive of \$35 for qualified refrigerators.</li> </ul> <p><b>Web site:</b> <a href="http://www.ladwp.com">www.ladwp.com</a></p>																								

## Program Details

State(s)	Partner Information	Program Descriptions
CA	<p><b>Pacific Gas and Electric</b> David Manoguerra 415-973-1307 <a href="mailto:dpma@pge.com">dpma@pge.com</a></p>	<p><b>Program Goals:</b> Motivate customers to purchase energy-efficient appliances using rebates to offset the cost differential between standard models and energy efficient models. Goals for 2006-08 include the sale of 51,000 clothes washers, 35,000 dishwashers, 5,000 refrigerators, and 900 air conditioners. PG&amp;E is interested in working with ENERGY STAR retail and manufacturing partners to identify partnership opportunities in addition to those listed below.</p> <p><b>Program Budget:</b> \$417 million (includes products other than ENERGY STAR qualified appliances, as well as multi-family &amp; small commercial programs)</p> <p><b>Program Duration:</b> 2006 through 2008</p> <p><b>Partnership Opportunities:</b></p> <ul style="list-style-type: none"> <li>• <u>Mail-In Rebates</u> – Incentives of \$35 to \$75 for qualified clothes washers based on MEF and WF. Incentives of \$30 to \$50 for qualified dishwashers based on EF. Incentive of \$50 for qualified refrigerators. Incentives of \$50 for qualified room air conditioners.</li> <li>• <u>Marketing</u> – Includes POP signage, community event demonstrations, and regular updates to appliance vendors in service territory on new programs, incentives and promotions. PG&amp;E will also work with manufacturing partners to stock high-efficiency appliances.</li> </ul> <p><b>Other Activities:</b></p> <ul style="list-style-type: none"> <li>• <u>Appliance Recycling</u> – Incentives of \$35 for refrigerators &amp; freezers and \$25 for room air conditioners. Includes free pickup for consumers.</li> </ul> <p><b>Web site:</b> <a href="http://www.pge.com/res/rebates/index.html">http://www.pge.com/res/rebates/index.html</a></p>
CA	<p><b>Sacramento Municipal Utility District</b> Janis Erickson 916-732-5438 <a href="mailto:janis.erickson@smud.org">janis.erickson@smud.org</a></p>	<p><b>Program Goals:</b> Goals per year for 2007: sale of 425 clothes washers, 300 dishwashers, 5,000 refrigerators, and 450 room air conditioners, along with the recycling of 10,000 refrigerators, 8.71 GWH of total energy savings and 1.38 MW of peak demand savings.</p> <p><b>Program Budget:</b> \$808,316</p> <p><b>Program Duration:</b> Calendar year 2007</p> <p><b>Partnership Opportunities:</b></p> <ul style="list-style-type: none"> <li>• <u>Mail-in Rebates</u> – Incentives of \$100 to \$175 for qualified clothes washers, based on CEE Tier level. Additional rebates available through local water utilities. Incentives of \$30 to \$50 for qualified dishwashers, based on CEE Tier level. Incentives of \$30 for qualified refrigerators and \$50 for room air conditioners. Rebate budget of \$326,763.</li> <li>• <u>Appliance Recycling</u> – Incentive of \$35 for refrigerators. Recycling budget of \$1.5 million.</li> <li>• <u>Marketing</u> – Customer outreach through utility bill packages, retailer education, print ads, POP materials, community events and trade shows.</li> <li>• <u>What If . . . Dream BIG! Contest</u> – Consumers who participate in the appliance rebate programs between April 1<sup>st</sup> and September 3<sup>rd</sup> are eligible to win a \$25 ,000 “Backyard Dream Kitchen.” One winner will be drawn at random on September 10, 2007.</li> </ul> <p><b>Other Activities:</b></p> <ul style="list-style-type: none"> <li>• <u>Retail Staff Training</u> – Available for all appliances. Year-round implementation.</li> </ul> <p><b>Web site:</b> <a href="http://www.smud.org/residential/saving/rebate.html">www.smud.org/residential/saving/rebate.html</a></p>

## Program Details

State(s)	Partner Information	Program Descriptions
CA	<p><b>San Diego Gas and Electric</b> Aida Velazquez 858-654-6401 <a href="mailto:avelazquez@semprautilities.com">avelazquez@semprautilities.com</a></p>	<p><b>Program Goals:</b> Motivate customers to purchase energy-efficient appliances using rebates to offset the cost differential between standard models and energy efficient models. Goals for 2006-08 include the sale of 27,000 dishwashers, 10,000 refrigerators, and 3,500 room air conditioners. SDG&amp;E is interested in working with ENERGY STAR retail and manufacturing partners to identify partnership opportunities in addition to those listed below.</p> <p><b>Program Budget:</b> \$15.7 million (includes products other than ENERGY STAR qualified appliances)</p> <p><b>Program Duration:</b> 2006 through 2008</p> <p><b>Partnership Opportunities:</b></p> <ul style="list-style-type: none"> <li>• <u>Mail-in Rebates</u> – Incentives of \$30 to \$50 for qualified dishwashers based on EF, effective year-round. Incentives of \$50 for qualified refrigerators and room air conditioners, effective summer months only.</li> <li>• <u>Marketing</u> – POP materials to advertise rebates described above. Partners asked to permit materials in stores – no funding requested. SDG&amp;E will also work with manufacturing partners to stock high-efficiency appliances.</li> <li>• <u>Outreach Events</u> – Showcase ENERGY STAR qualified appliances at community events. Utility to fund event participation – partners asked to donate appliances.</li> </ul> <p><b>Other Activities:</b></p> <ul style="list-style-type: none"> <li>• <u>Marketing</u> – Raise consumer and retailer awareness through advertisements in radio, television, Web pages, bill inserts, and other media. Implementation at the start of each program year and in coordination with the start of ENERGY STAR appliance promotions in the spring and summer.</li> <li>• <u>Appliance Recycling</u> – Incentives of \$35 for refrigerators &amp; freezers. Includes free pickup for consumers.</li> </ul> <p><b>Web site:</b> <a href="http://www.sdge.com/residential/RebateFactSheet06.pdf">www.sdge.com/residential/RebateFactSheet06.pdf</a></p>
CA	<p><b>Southern California Edison</b> Jim Hodge 626-302-1528 ext. 21834 <a href="mailto:James.Hodge@sce.com">James.Hodge@sce.com</a></p>	<p><b>Program Goals:</b> Not specified</p> <p><b>Program Budget:</b> \$110 million (includes products other than ENERGY STAR qualified appliances)</p> <p><b>Program Duration:</b> 2006 through 2008</p> <p><b>Other Activities:</b></p> <ul style="list-style-type: none"> <li>• <u>Mail-In Rebates</u> – Incentives of \$50 for qualified refrigerators and room air conditioners.</li> <li>• <u>Appliance Recycling</u> – Incentives of \$35 for refrigerators, \$50 for freezers, and \$75 for room air conditioners. SCE customers must bring appliances to recycling centers.</li> </ul> <p><b>Web site:</b> <a href="http://www.sce.com/RebatesandSavings/Residential">www.sce.com/RebatesandSavings/Residential</a></p>
CA	<p><b>Southern California Gas</b> Harvey Bringas 213-244-3175 <a href="mailto:hbringas@semprautilities.com">hbringas@semprautilities.com</a></p>	<p><b>Program Goals:</b> Motivate customers to purchase energy-efficient appliances. Goals for 2006-08 include the sale of 40,000 clothes washers and 31,500 dishwashers.</p> <p><b>Program Budget:</b> \$19.5 million (includes products other than ENERGY STAR qualified appliances)</p> <p><b>Program Duration:</b> 2006 through 2008</p> <p><b>Partnership Opportunities:</b></p> <ul style="list-style-type: none"> <li>• <u>Instant Rebates</u> – Incentive of \$35 for qualified clothes washers with MEF of 1.60 or greater and WF of 8.5 or lower. Incentive of \$30 for qualified dishwashers with EF of .62 or greater.</li> <li>• <u>Marketing</u> – POP materials to advertise the instant rebates described above. Partners asked to permit materials in stores – no funding requested.</li> <li>• <u>Outreach Events</u> – Showcase ENERGY STAR qualified appliances at community events. Utility to fund event participation – partners asked to donate appliances.</li> </ul> <p><b>Web site:</b> <a href="http://www.socalgas.com/residential/savemoney">www.socalgas.com/residential/savemoney</a></p>

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## Program Details

### SOUTHWEST/MOUNTAIN WEST

NV	<p><b>Nevada Power and Sierra Pacific Power Companies</b> Bobby Robertson, ECOS 702-612-6646 <a href="mailto:rrobertson@ecosconsulting.com">rrobertson@ecosconsulting.com</a></p>	<p><b>Program Goals:</b></p> <ul style="list-style-type: none"><li>ENERGY STAR qualified Refrigerators/Freezers Per Unit Goal: 1,300</li><li>ENERGY STAR qualified Clothes Washers Per Unit Goal: 2,000</li></ul> <p><b>Program Budget:</b></p> <ul style="list-style-type: none"><li>ENERGY STAR qualified Clothes Washers: \$83,700</li><li>ENERGY STAR qualified Refrigerators/Freezers: \$33,700</li></ul> <p><b>Program Duration:</b> April 15 – September 30, 2007</p> <p><b>Partnership Opportunities:</b></p> <ul style="list-style-type: none"><li><u>Mail-in Rebates</u> – \$25 for ENERGY STAR qualified refrigerators and \$40 for ENERGY STAR qualified clothes washers.</li></ul> <p><b>Other Activities:</b></p> <ul style="list-style-type: none"><li><u>Appliance Recycling</u> – Free recycling services and a \$30 reward available for customers who wish to recycle old refrigerators.</li></ul> <p><b>Web site:</b> <a href="http://www.nevadapower.com/conservation/residential/programs">www.nevadapower.com/conservation/residential/programs</a>; <a href="http://www.sierrapacific.com/conservation/residential/programs">www.sierrapacific.com/conservation/residential/programs</a></p>
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## Program Details

### MULTI – REGION

AZ, NV, CA	<b>Southwest Gas Corporation</b> Rita Ransom 702-876-7214 <a href="mailto:rita.ransom@swgas.com">rita.ransom@swgas.com</a>	<b>Program Goals:</b> In June 2006, Southwest Gas Corporation filed a portfolio of DSM programs with the Arizona Corporation Commission (ACC). Among them is a Consumer Products program, which, if approved, would provide rebates for consumers who purchase ENERGY STAR-qualified clothes washers at retail stores. Southwest Gas intends to work with retailers to implement this program, either directly or with the assistance of a contractor hired for this purpose. <b>Program Budget:</b> Proposed budget of \$800,000 for three year period. This budget includes rebates for water heaters and programmable thermostats. <b>Web site:</b> <a href="http://www.swgas.com">www.swgas.com</a>
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