

2009 (ARRA)

# State Energy Efficient Appliance Rebate Program

## Overview

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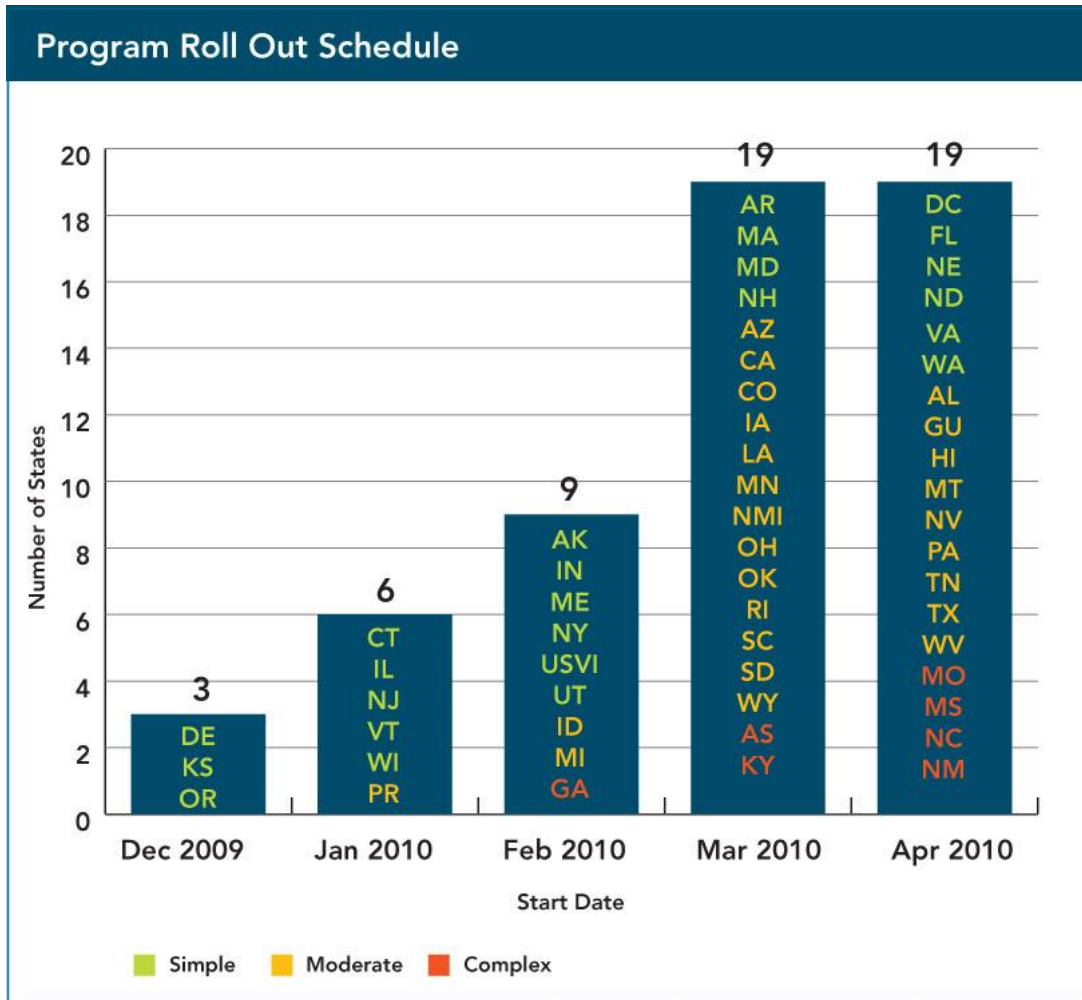
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- Background
- Program Details
- DOE Support
- Questions

- **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 (contractors, builders, developers, etc. are NOT ELIGIBLE)
- **Timing:** Funds must be expended by Feb 2012

# Program Details

- **All 56** 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



# Projected Spending by Category

Product Category	No. of Rebates Targeted	Rebate Funds Targeted	Estimated Consumer Spending
Home Appliances	1,763,819	\$170 million	\$1.4 billion
Water Heaters	143,751	\$29 million	\$0.2 billion
HVAC	197,583	\$61 million	\$0.6 billion
<b>TOTAL</b>	<b>2,105,153</b>	<b>\$260 million</b>	<b>\$2.2 billion</b>

Product	No. of States (Out of 56)	Rebate Ranges	Tier Ranges
Clothes washers	46	\$35-\$300	ENERGY STAR – CEE Tier 3
Refrigerators	45	\$45-\$500	ENERGY STAR – CEE Tier 3
Dishwashers	34	\$25-\$200	ENERGY STAR – CEE Tier 2
Room ACs	26	\$10-\$150	ENERGY STAR – CEE Tier 2
Freezers	26	\$25-\$300	ENERGY STAR
Dehumidifiers	2	\$25-\$50	ENERGY STAR

Product	No. of States (Out of 56)	Rebate Ranges	Tier Ranges
Gas Tankless	27	\$100-\$400	ENERGY STAR
Gas Storage	25	\$50-\$255	1/1/09; 9/1/10
Electric Heat Pump	21	\$50-\$425	ENERGY STAR
Solar (Elec./Gas/Indirect Backup)	16	\$100-\$2000	ENERGY STAR; Federal Tax Credit
Gas Condensing	15	\$99-\$400	ENERGY STAR

Product	No. of States (Out of 56)	Rebate Ranges	Tier Ranges
Furnace (Gas/Oil/Propane)	26	\$99-\$500	ENERGY STAR – Beyond CEE Tier 3
Central Air Conditioning/ Air Source Heat Pump	22	\$75-\$2000	ENERGY STAR – CEE Tier 2
Boiler (Gas/Oil)	13	\$100-\$1500	ENERGY STAR – CEE Tier 2
Geothermal Heat Pump	8	\$75-\$1000	ENERGY STAR

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

Refrigerator Rebates			
State	ENERGY STAR	Incentives	
		Tier 2	Tier 3
Count	45	7	1
Alabama	\$150		
Alaska	300/500		
Arizona			
Arkansas	\$125		
California	\$0	\$75	
Colorado	\$100		
Connecticut	\$50		
DC	\$50		
Delaware			
Florida	20%		
Georgia	\$50		

- 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:
  - Consumers have to reserve a rebate before purchasing a product.
- Retailer programs:
  - Rebates only available at participating retailers/vendors.
  - Retailers/vendors will need to contact the State to sign a participation agreement.

- 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

- 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, WI

## Replacement is mandatory in program

- Legislation specified that rebates go to appliances that replace an existing unit

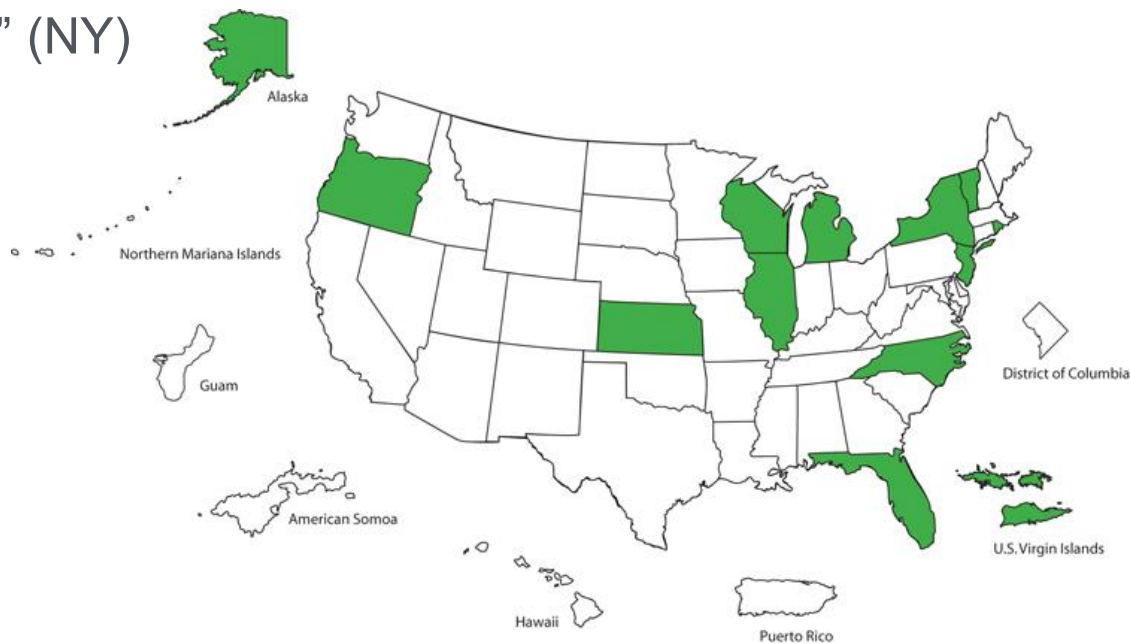
## Recycling component is encouraged

- DOE encouraged States to include a recycling component in their programs.

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



- 4 – Rebate is a percentage of the purchase price (FL, IL, NC, USVI)
- 4 – Phased launch dates (IL, NJ, NC, VT)
- 2 – Non-ENERGY STAR product incentives (e.g., space and water heater combo units, indirect water heaters) (RI and WI)
- 2 – Low-income families only (KS and OR)
- 1 – Disabled only (AK)
- 1 – “Efficiency Package” (NY)
- 1 – Propane only (MI)



- 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

# Rebates in Midwestern States

# Appliance Rebates



Energy Efficiency & Renewable Energy

Product	CW	REF	DW	RAC	Freezers	DEHUM
Illinois	X	X	X	X	X	
Indiana						
Iowa	X	X	X	X		
Kansas	X	X	X	X	X	
Kentucky	X	X	X	X	X	
Michigan	X	X	X			
Minnesota	X	X	X		X	
Missouri	X		X			
Nebraska	X	X	X			
North Dakota		X				
Ohio	X	X	X			
South Dakota	X	X	X		X	
Wisconsin	X	X	X	X	X	X

# Water Heater Rebates



Energy Efficiency & Renewable Energy

Product	Gas Tankless	Gas Storage	Heat Pump	Solar	Gas Condensing
Illinois	X	X	X		X
Indiana					
Iowa		X	X		
Kansas					
Kentucky	X	X	X	X	X
Michigan	X	X		X	X
Minnesota					
Missouri	X	X	X	X	X
Nebraska					
North Dakota					
Ohio		X	X		
South Dakota	X	X	X	X	X
Wisconsin	X	X	X	X	X

# HVAC Rebates



Energy Efficiency & Renewable Energy

Product	Furnace	CAC/ ASHP	Boiler	Geothermal Heat Pump
Illinois	X	X	X	
Indiana	X	X	X	X
Iowa	X	X	X	
Kansas				
Kentucky	X	X	X	X
Michigan	X			
Minnesota				
Missouri	X	X		
Nebraska	X	X		
North Dakota				
Ohio				
South Dakota				
Wisconsin	X	X	X	X

# DOE Support

- Regular E-blasts and calls
- Product-specific program summaries
  - Rebates by State and product
  - Web sites
  - Tier Levels
- State Program Fact Sheets (for consumers)
- Available as a resource for other questions and needs
  - [appliancerebates@drintl.com](mailto:appliancerebates@drintl.com)



- Department of Energy
  - Information for ENERGY STAR Industry Partners –  
<http://www.appliancerebates.energy.gov>
  - Information for Consumers – Including new Clickable Map!  
<http://www.energysavers.gov/rebates>
- State Energy Offices
  - Found on the program summaries
- ENERGY STAR and DSIRE
  - May include rebate information
  - Will have links to sites above



- Online resources
  - Product-specific savings numbers, consumer messaging, infographics, savings calculators, etc.
  - Recycling tools and resources
  - Utility program information

ENERGY STAR Home Page: [www.energystar.gov](http://www.energystar.gov)

Recycling Info: [www.energystar.gov/recycle](http://www.energystar.gov/recycle)

Utility Rebate Info (search by utility): [www.energystar.gov/dime](http://www.energystar.gov/dime)

Utility Rebate info (search by zip code): [www.energystar.gov/rebatefinder](http://www.energystar.gov/rebatefinder)

# Questions

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