

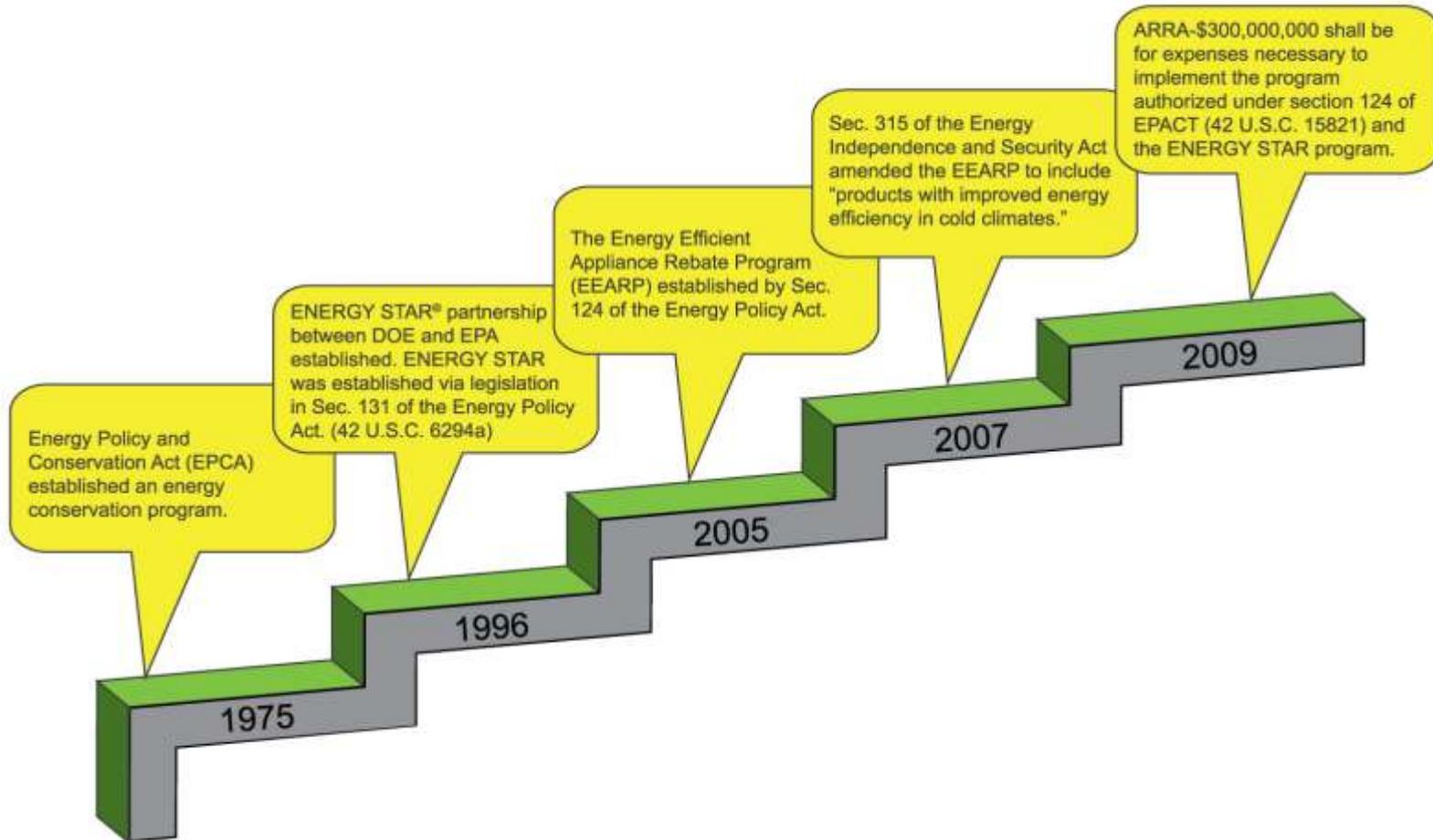
State Energy Efficient Appliance Replacement Program: An Assessment

Preliminary Findings from the
First Nationwide Appliance Rebate Program
August 19, 2010

- Provides a brief overview of the program
- Offers initial findings on program implementation
- Examines projected versus actual (to date) results related to
 - Energy savings
 - Carbon savings
 - Dollar Savings
 - Water savings

- State Energy Efficient Appliance Rebate Program, aka SEEARP, aka “Dollars for Dishwashers”
- Funded by American Recovery and Reinvestment Act of 2009
 - \$300 million stimulus program
 - Funded programs in all 56 states and territories
 - Promotes replacement of old appliances with new, energy efficient models
 - Energy efficient = minimum of ENERGY STAR[®] qualified
 - Provides consumer rebates

Major Steps to SEEARP



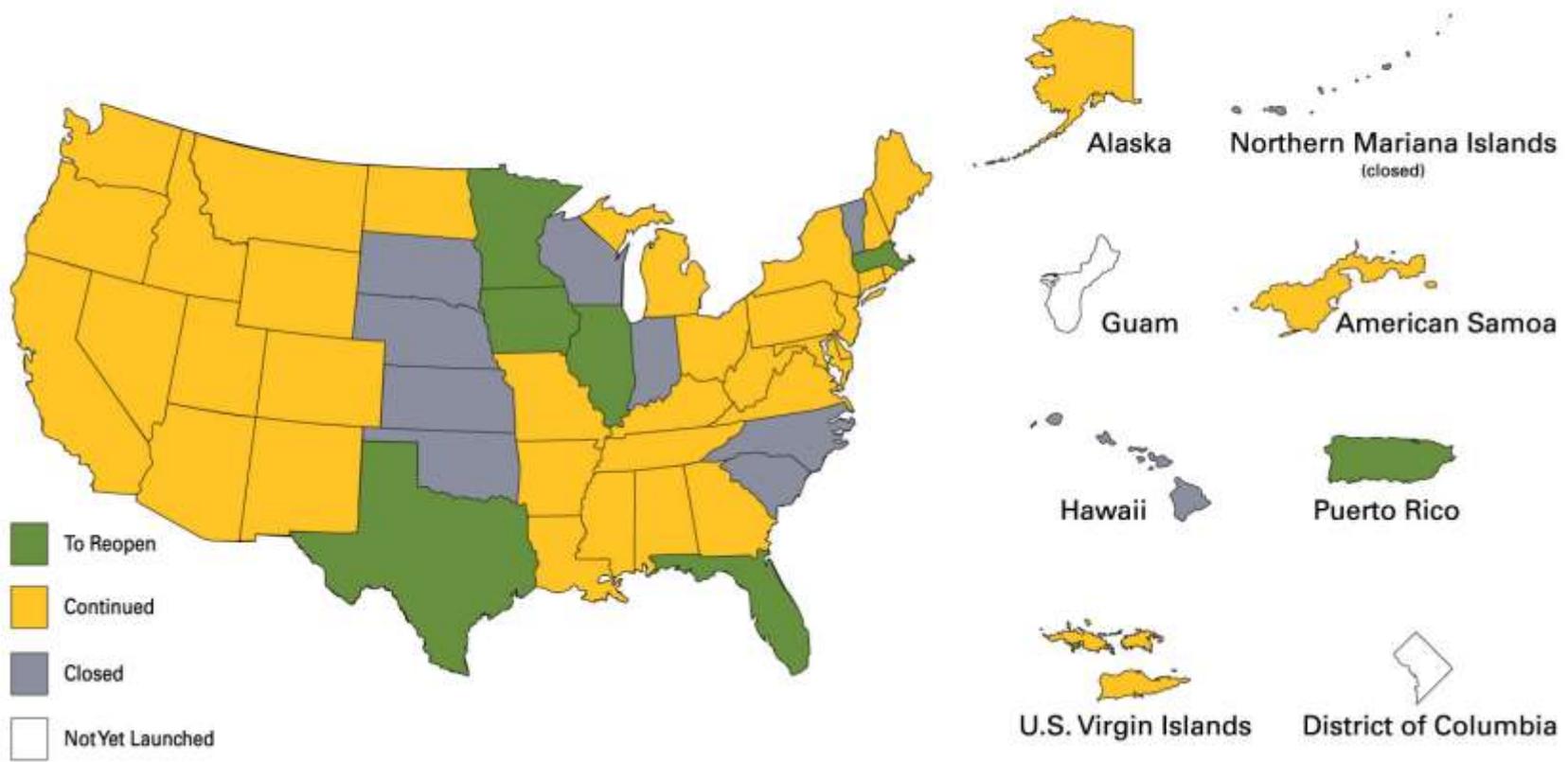
- Appliances approved by DOE for rebates
 - Clothes washers
 - Dishwashers
 - Refrigerators
 - Freezers
 - Room AC
 - Central AC
 - Heat pumps
 - Water heaters
 - Furnaces/boilers

**State could petition DOE
to add additional products**

- Rebates for residential customers only
- Funds must be used for a rebate – no up-stream or mid-stream buydowns
- For replacement products only
- Programs run by states but could be outsourced or run in partnership with utilities
- States could tailor program to meet their energy needs

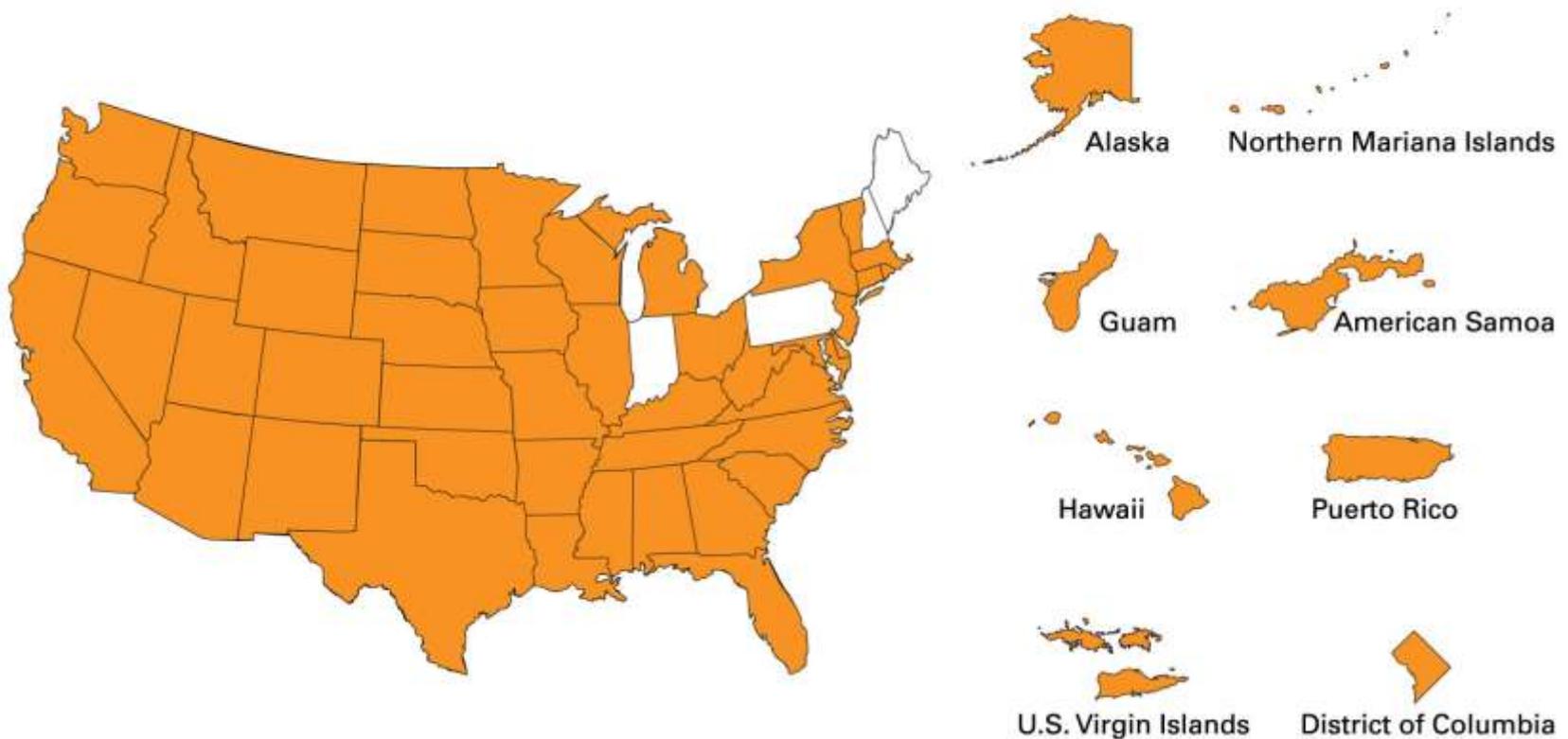
- Not an efficiency program – not evaluated by cost-benefit tests
- Administrative costs capped at 25% of state grant award
- States could use grant funds for 50% of total administrative costs
- Almost all programs began between December 2009 and May 2010. Programs must close by February, 2012 but are encouraged to issue all rebates earlier to promote stimulus.

Current Status of Programs



Overview of State Rebates

52 PROGRAMS OFFERED REBATES ON AT LEAST 1 MAJOR APPLIANCE



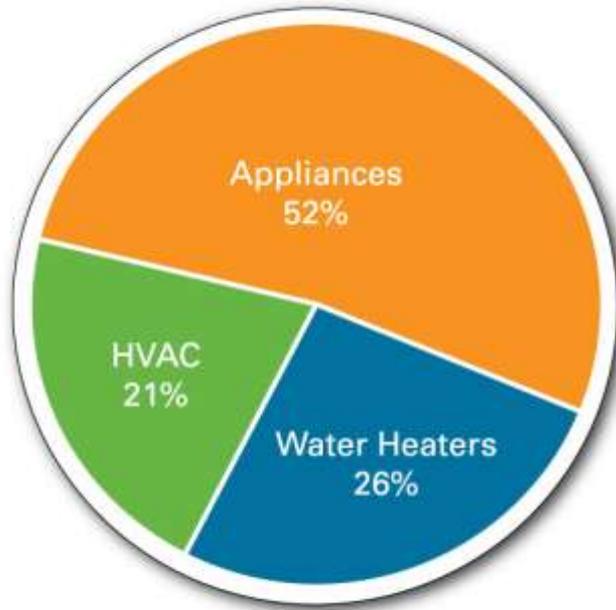
- Major appliances outperforming projections
 - Clothes washers and refrigerators the most popular rebated items
 - HVAC products meeting projections
 - Water heaters underperforming
- Partner support has been essential to program success
 - Assisted in meeting administrative cost match
 - Provided additional incentives on rebated products in most states
 - Provided recycling services for replaced units

- Administering 56 separate statewide programs was challenging
 - For retail and manufacturer partners
 - Tracking program details
 - Required multiple go-to-market strategies
 - For consumers (Why isn't my state open/rebating this product/offering higher rebates?)

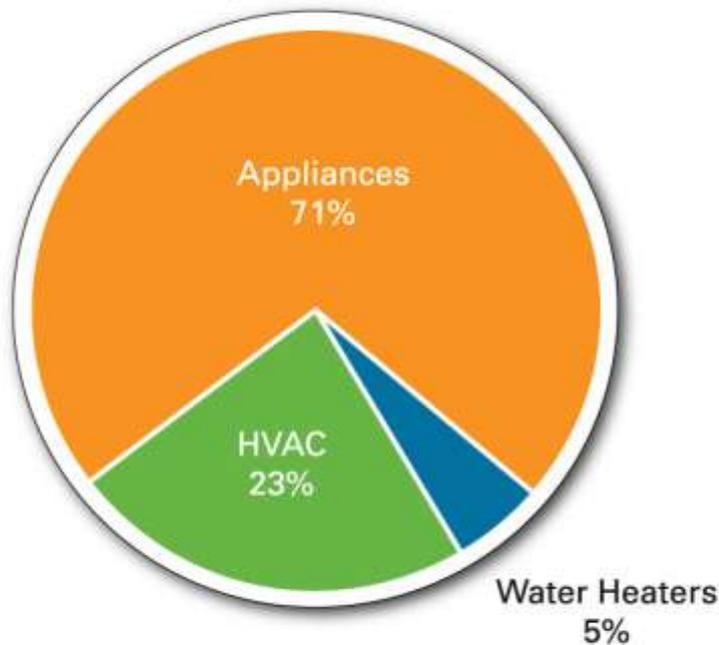
- All 56 states projected
 - Number of rebates by product
 - Energy savings
- DOE collected actuals through June 30, 2010:
 - Represents over \$98 million in rebate funds spent
 - Total of 689,000 rebates paid
 - Received reports from 53 of 56 states

Electric Savings

**PROJECTED SAVINGS
(ANNUAL)**



**ACTUAL SAVINGS*
(ANNUAL)**



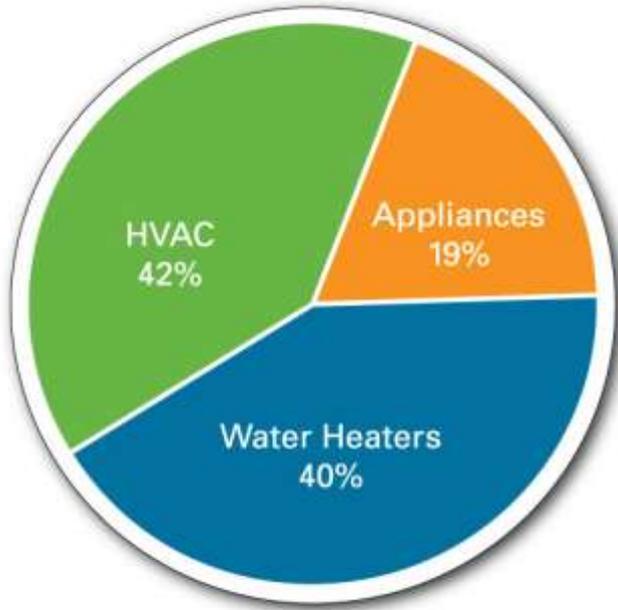
**TOTAL PROJECTED
ANNUAL SAVINGS**
296,923,185
kWh HOURS

**TOTAL ACTUAL*
ANNUAL SAVINGS**
83,665,176
kWh HOURS

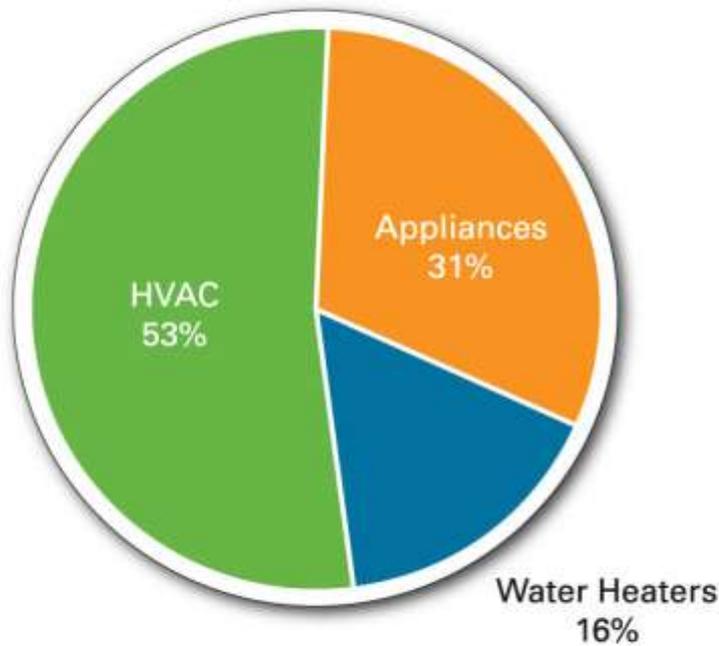
* Actual savings based on products rebated and reported through June 30, 2010.

Therm Savings

**PROJECTED SAVINGS
(ANNUAL)**



**ACTUAL SAVINGS*
(ANNUAL)**

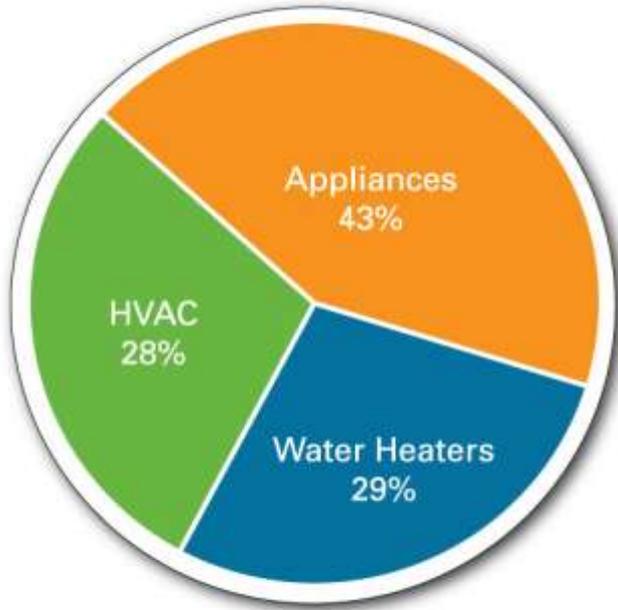


**TOTAL PROJECTED
ANNUAL SAVINGS**
13,603,474
THERMS

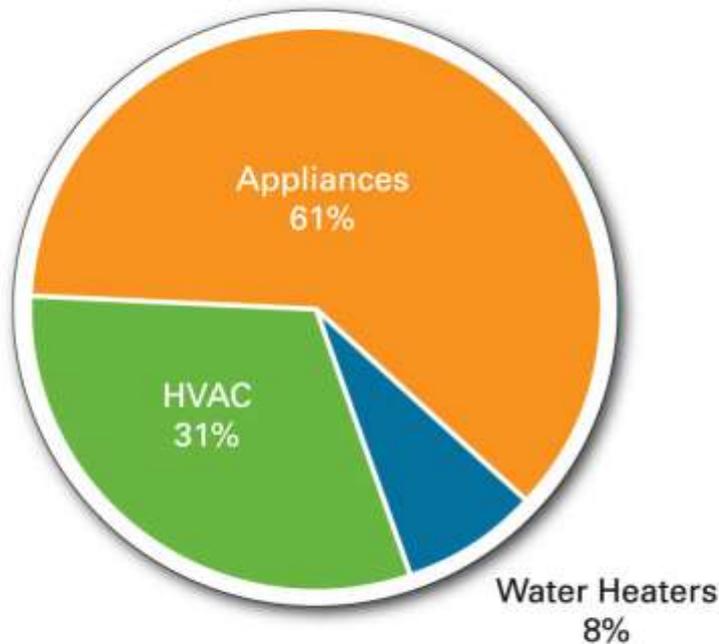
**TOTAL ACTUAL*
ANNUAL SAVINGS**
3,630,169
THERMS

* Actual savings based on products rebated and reported through June 30, 2010. Includes Natural Gas Products Only.

**PROJECTED SAVINGS
(ANNUAL)**



**ACTUAL SAVINGS*
(ANNUAL)**



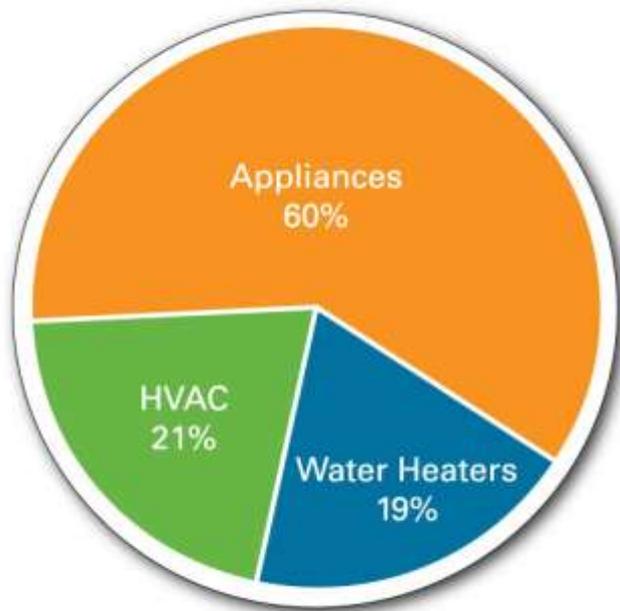
**TOTAL PROJECTED
ANNUAL SAVINGS**
650,467,951
POUNDS OF CO₂e

**TOTAL ACTUAL*
ANNUAL SAVINGS**
177,488,431
POUNDS OF CO₂e

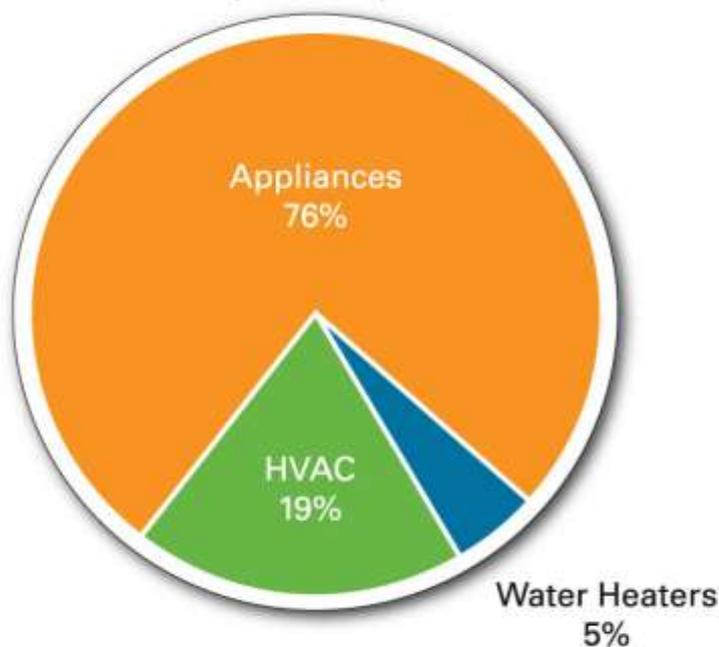
* Actual savings based on products rebated and reported through June 30, 2010.

Dollar Savings

**PROJECTED SAVINGS
(ANNUAL)**



**ACTUAL SAVINGS*
(ANNUAL)**



**TOTAL PROJECTED
ANNUAL SAVINGS**

\$84,252,361

**TOTAL ACTUAL*
ANNUAL SAVINGS**

\$27,525,678

* Actual savings based on products rebated and reported through June 30, 2010.



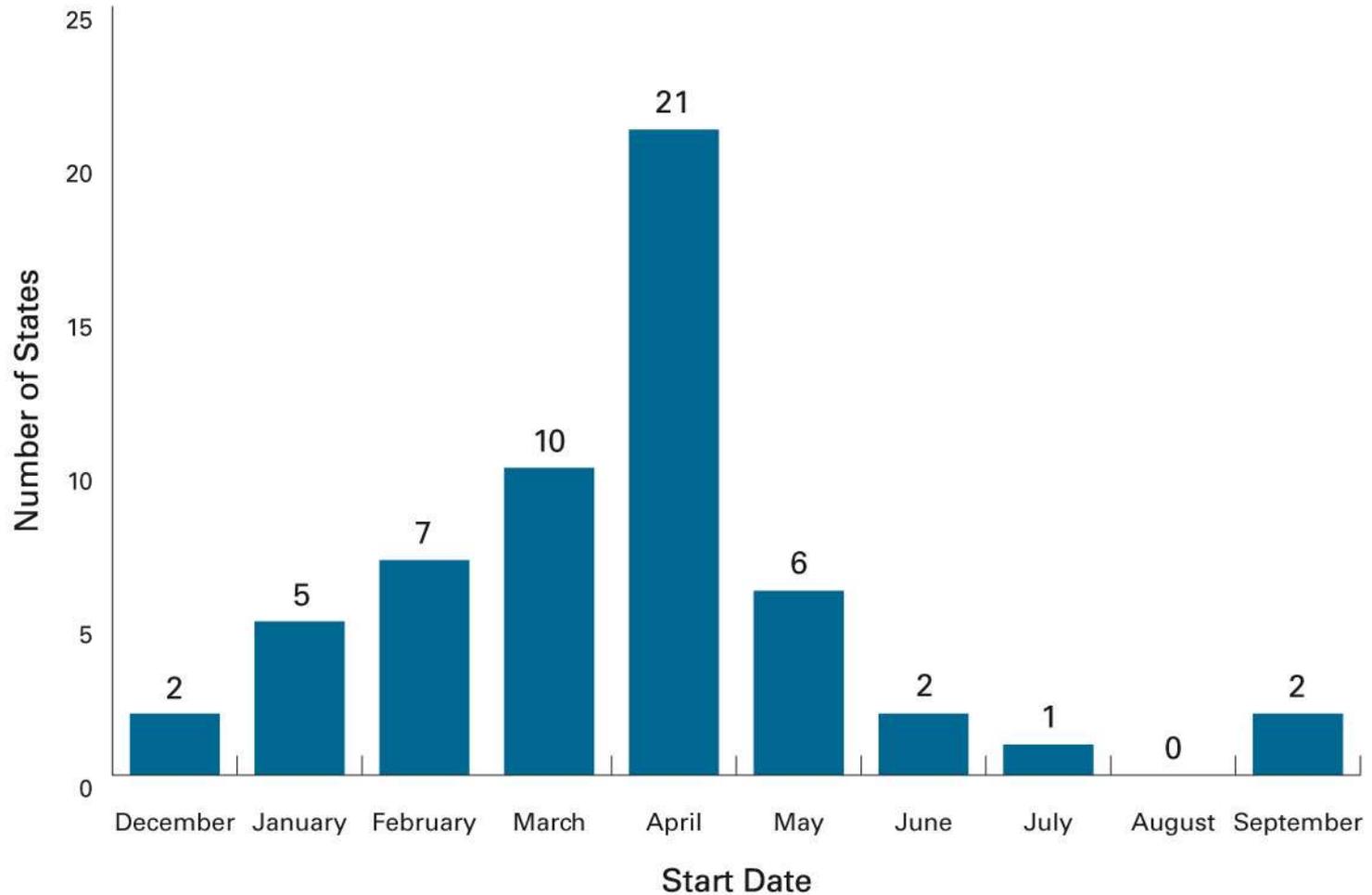
* Actual savings based on products rebated and reported through June 30, 2010.

- Continue support for active programs
- Assure Phase II programs are successful
- Continue robust data analysis
- Share program lessons and outcomes

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- Program launch by month
- Product rebates by category
- Energy savings by product category
- Leveraged sales by product category
- Special progress report data

Program Launch by Month



PRODUCT TYPE	NUMBER OF STATES GIVING REBATES	LOWEST REBATE AMOUNT	HIGHEST REBATE AMOUNT
AIR CONDITIONERS (ROOM)	26	\$20	\$200
CLOTHES WASHERS	47	\$35	\$800
DISHWASHERS	38	\$25	\$400
FREEZERS	28	\$25	\$600
REFRIGERATORS	47	\$50	\$700

HVAC Rebates*

PRODUCT TYPE*	NUMBER OF STATES GIVING REBATES	LOWEST REBATE AMOUNT	HIGHEST REBATE AMOUNT
AIR CONDITIONERS (CENTRAL)	24	\$75	\$1,000
BOILERS (GAS)	14	\$100	\$1,200
BOILERS (OIL)	8	\$199	\$1,000
BOILERS (PROPANE)	2	\$200	\$300
FURNACES (GAS)	28	\$100	\$500
FURNACES (OIL)	10	\$99	\$500
FURNACES (PROPANE)	6	\$150	\$500
HEAT PUMPS (AIR-SOURCE)	26	\$75	\$1,600
HEAT PUMPS (GROUND-SOURCE)	11	\$75	\$1,000

*Does not include 1 boiler rest control (\$100).

Water Heater Rebates*

PRODUCT TYPE*	NUMBER OF STATES GIVING REBATES	LOWEST REBATE AMOUNT	HIGHEST REBATE AMOUNT
ELECTRIC HEAT PUMP	27	\$50	\$425
GAS CONDENSING	12	\$99	\$400
GAS STORAGE	29	\$25	\$300
GAS TANKLESS	32	\$100	\$400
SOLAR	18	\$100	\$2,000

*Does not include 1 indirect (\$150) and 1 propane condensing (\$300).

Energy Savings by Product Category*

PRODUCT	REBATES	kWh per REBATE	TOTAL kWh	THERM per REBATE	TOTAL THERM	ENERGY AND WATER SAVINGS per REBATE	TOTAL ENERGY AND WATER SAVINGS**
APPLIANCES	615,764	96.77	59,592,047	1.8	1,113,024	\$34	\$21,052,840
HVAC	56,499	346.32	19,566,688	34	1,934,228	\$91	\$5,153,992
WATER HEATERS	17,265	261	4,506,440	33	582,916	\$76	\$1,318,846

*Actual savings based on products rebated and reported through June 30, 2010. **Dollar savings represent annual savings, not lifetime.

SEEARP's Leveraged Sales*

PRODUCT	REBATES	AVERAGE REBATE AMOUNT	TOTAL VALUE OF REBATES	AVERAGE SALES PRICE	TOTAL SALES
APPLIANCES	615,764	\$121	\$74,689,183	\$876	\$539,456,136
HVAC	56,499	\$360	\$20,354,663	\$5,137	\$290,222,674
WATER HEATERS	17,265	\$191	\$3,294,691	\$1,106	\$19,096,992

*Actual savings based on products rebated and reported through June 30, 2010.

- State
- Product type
- Product brand
- Sub-brand
- Model number
- AHRI number
- SRCC number
- Date of purchase
- Date application received
- Date rebate paid
- Purchase price
- Rebate amount
- ZIP code of delivery
- Replaced product removed
- Replaced product recycled
- Additional recycling rebate