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ENERGY STAR® SUMMARY
OF CONSUMER ELECTRONICS PROGRAMS
BY ENERGY EFFICIENCY PROGRAM SPONSORS (EEPS)

OCTOBER 2011

The U.S. Environmental Protection Agency (EPA) is pleased to provide the second edition of the **ENERGY STAR® Summary of Consumer Electronics Programs** (Summary). The Summary provides an overview of a variety of programs offered by utilities and other energy efficiency program sponsors in the United States to promote ENERGY STAR qualified consumer electronics and office products including: televisions, set-top boxes and cable boxes, audio/video equipment, computers, displays, imaging equipment, battery chargers, and cordless phones. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings in 2011 and expected programs in 2012 and beyond.

The ENERGY STAR Program recognizes that consumer electronics and office equipment programs may not be promoted with direct customer incentives as lighting and appliances often are. Education and outreach, mid-stream incentives, pilots, and marketing campaigns are common and have been included in this Summary.

The Summary of Consumer Electronics Programs is divided into the following sections:

1. **Executive Summary**
2. **Program Map, National Rebate Charts and Graphs** – Overview of promotion types for consumer electronics programs across the United States.
3. **Consumer Electronics Programs at a Glance** – A summary table of current consumer electronics programs organized by state.
4. **Program Details** – In-depth descriptions of each partner’s programs, including contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Consumer Electronics Programs, please contact Nora Buehler at ICF International, at nbuehler@icfi.com or 202.862.1589.

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Executive Summary

The ENERGY STAR Summary of Consumer Electronics Programs presents information submitted by 40 energy efficiency program sponsors from across the United States. They have provided information about 116 individual incentive and promotion programs for ENERGY STAR and other consumer electronics products including televisions, computers and laptops, monitors, imaging equipment, telephony, battery chargers, and power management and plug load programs.

From the information provided by the program sponsors, the key highlights include:

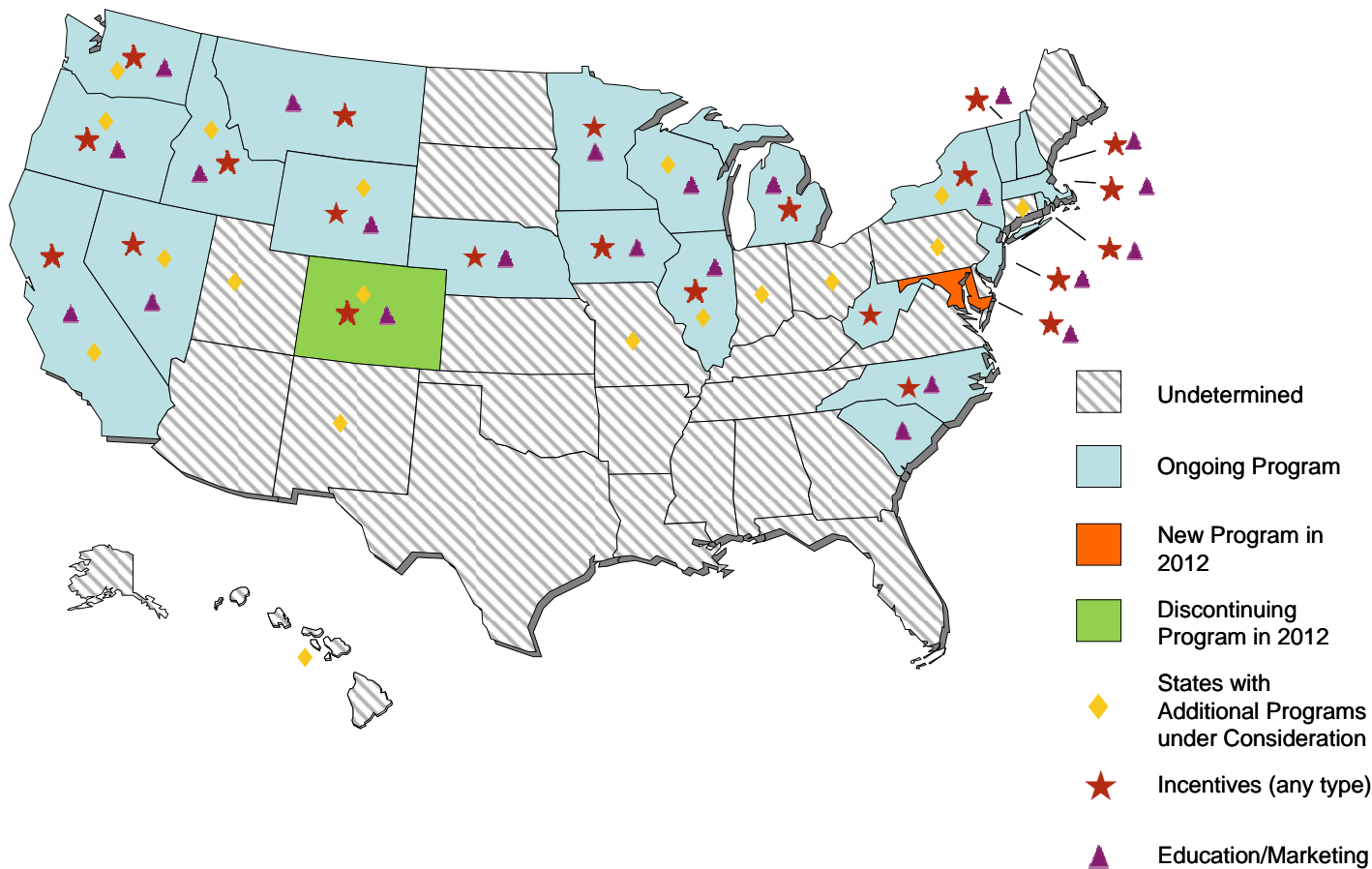
Promotions by Region – The Northeast has the greatest number of consumer electronics promotions with 52, followed by the West and Midwest regions with 30 and 18 respectively. The Southwest, Mid-Atlantic, and Southeast program sponsors submitted information for 9, 4, and 3 promotions respectively.

Promotions by Product – Promotions for televisions, displays, and computers and laptops are the most widespread, together comprising 67 percent of all promotions. Plug load (e.g., smart strips) and power management (e.g., computer power management) programs are also common, especially in the Northeast.

Promotions by Type – Nearly 60 percent of existing promotions are conducted with retailer or manufacturer mid-stream incentives. Over a quarter of promotions, however, feature mail-in rebates. Almost all states that offer promotions also include some sort of education about consumer electronics.

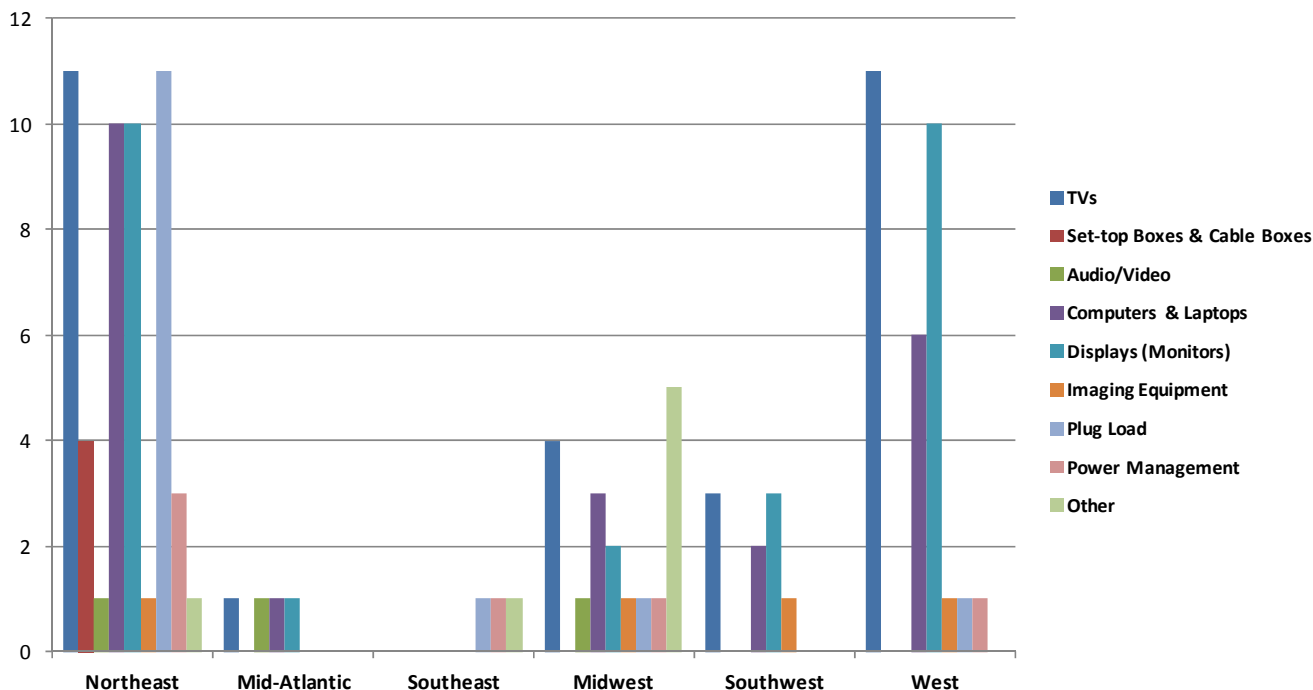
Consumer Electronics Program Map

This map shows states within which one or more energy efficiency program sponsor offers, plans to offer, or has offered programs to promote ENERGY STAR qualified consumer electronics and office equipment products. The map also indicates whether states offer or will offer promotions of any type (rebate, mid-stream, or up-stream) or have education/marketing-only programs. See the individual program entries for details.

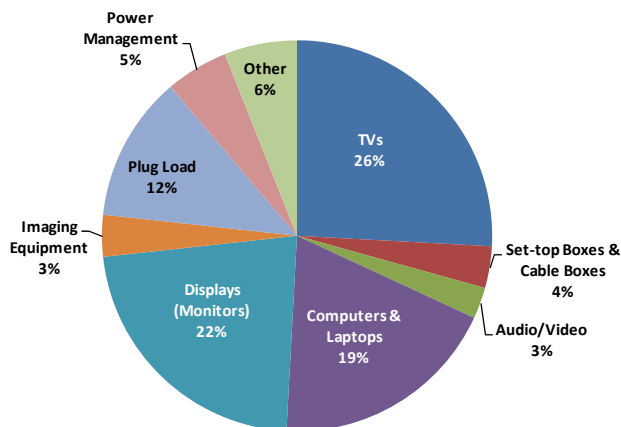


National Consumer Electronics Promotion Graphs

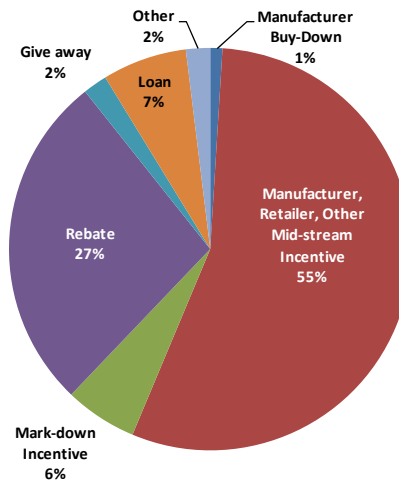
Total Number of Consumer Electronics Promotions by Type and Region



Consumer Electronics Promotions by Product Type (Total 116)



Consumer Electronics Promotions by Incentive Type (Total 116)



Consumer Electronics Programs at a Glance

This table is designed to provide an overview of products and program approaches planned or being promoted around the country and provided by energy efficiency program sponsors. The table is organized by state. Please see the individual program sponsors' entries in the next section, Program Details, for more information. Entries with an asterisk (*) have some information taken from the Consortium for Energy Efficiency, "Consumer Electronics Efficiency Program Summary", which was updated July 2011 (Available at: http://www.cee1.org/files/CEE_ConsumerElectronics_ProgramSummary_Jul2011.xls).

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
CA	Pacific Gas and Electric Company*	\$1-\$10 million	6 million residential and business customers (87% residential and 13% non-residential)	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2010	12/31/2011
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$6.5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Imaging Equipment	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Power Management	Not stated	Rebate			
				Plug Load	Not stated	Rebate			
CA	Sacramento Municipal Utility District*	Not provided	596K electrical customers	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5-\$6.5	Manufacturer, Retailer, Other Mid-stream Incentive			
CA	San Diego Gas and Electric*	Not provided	1.4 million business and residential customers	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			

ENERGY STAR® Summary of Consumer Electronics Programs – October 2011

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
				Displays (Monitors)	\$5-\$6.5	Manufacturer, Retailer, Other Mid-stream Incentive			
CA	Southern California Edison*	\$1 - \$10 million	5 million commercial and residential	TVs	\$6-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2010	12/31/2012
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5-\$6.5	Manufacturer, Retailer, Other Mid-stream Incentive			
CA	Silicon Valley Power, City of Santa Clara	Less than \$250K	Residential	TVs	\$25-\$50	Rebate	✓	11/1/2011	1/31/2012
CO	Xcel Energy *	\$1-\$10 million	1.3 million electric customers	TVs	\$20-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2010	12/31/2011
				Displays (Monitors)	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
IA	Alliant	Less than \$250K	Commercial	Other - Servers	\$15	Rebate	✓	1/1/2011	12/31/2012
				Power Management	\$4	Rebate			
IA	Central Iowa Power Cooperative	Not provided	Residential	TVs	\$40-\$50	Rebate	Not provided	Ongoing	
IA	Spencer Municipal Utilities	Less than \$250K	11.25K	TVs	\$25	Rebate	Not provided	1/1/2011	12/31/2011
IL	Ameren Illinois	Less than \$250K	1.2 million	Plug Load	\$10	Rebate	Not provided	6/1/2011	5/31/2012
MA	Cape Light Compact*	Less than \$250K	158K	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2011	
				Computers	\$10	Rebate			
				Displays (Monitors)	\$20	Rebate			
				Plug Load	\$10	Mark-down Incentive			
MA	National Grid*	Less than \$250K	1.2 million	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2011	
				Computers	\$10	Rebate			
				Displays (Monitors)	\$20	Rebate			

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				Plug Load	\$10	Mark-down Incentive			
MA	NSTAR*	Less than \$250K	770K	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2011	
				Computers	\$10	Rebate			
				Displays (Monitors)	\$20	Rebate			
				Plug Load	\$10	Mark-down Incentive			
MA	UNITIL*	Less than \$250K	25K	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2011	
				Computers	\$10	Rebate			
				Displays (Monitors)	\$20	Rebate			
				Plug Load	\$10	Mark-down Incentive			
MA	Western Massachusetts Electric Company*	Less than \$250K	185K	TVs	\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Through 2011	
				Computers	\$10	Rebate			
				Displays (Monitors)	\$20	Rebate			
				Plug Load	\$10	Mark-down Incentive			
MD	Constellation Energy/Baltimore Gas and Electric Company	Not provided	Not provided	TVs	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Set-top Boxes & Cable Boxes	TBD	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive			
MD	Southern Maryland Electric Cooperative	Less than \$250K	140K	TVs	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2012	12/31/2012
				Set-top Boxes & Cable Boxes	TBD	Manufacturer, Retailer, Other Mid-stream Incentive			
				Computers	\$10-\$30	Manufacturer, Retailer, Other Mid-stream Incentive			

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STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
MI	DTE Energy*	\$250K - \$1 million	2.2 million	TVs	\$17.5	Manufacturer, Retailer, Other Mid-stream Incentive	✓	8/1/2010	12/31/2012
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
MN	East Grand Forks Water and Light	Not provided	Not provided	Computers	\$30	Rebate	Not provided	Ongoing	
MN	Southern Minnesota Municipal Power Agency	Not provided	Not provided	General	Not provided	Not provided	✓	Ongoing	
NC	Carteret-Craven Electric Cooperative	Less than \$250K	Not provided	Power Management	N/A	Give away	✓	Not provided	
				Plug Load	N/A	Give away			
NE	Nebraska Energy Office	\$25- \$50 million	All Nebraska residents - commercial and residential	TVs	Varies	Low Interest Loan	✓	Ongoing	
				Audio/Video	Varies	Low Interest Loan			
				Computers	Varies	Low Interest Loan			
				Displays (Monitors)	Varies	Low Interest Loan			
				Imaging Equipment	Varies	Low Interest Loan			
				Battery Chargers	Varies	Low Interest Loan			
				Cordless Phones	Varies	Low Interest Loan			
NH	Public Service of New Hampshire*	Less than \$250K	New Hampshire residents	Plug Load	\$10	Rebate	✓	Ongoing	
NH	New Hampshire Electric Co-op*	Less than \$250K	New Hampshire residents	Plug Load	\$10	Rebate	✓	Ongoing	
NH	UNITIL*	Less than \$250K	New Hampshire residents	Plug Load	\$10	Rebate	✓	Ongoing	
NH	National Grid – NH*	Less than \$250K	New Hampshire residents	Plug Load	\$10	Rebate	✓	Ongoing	
NJ	NJ Clean Energy	Not provided	New Jersey residents	Set-top Boxes & Cable Boxes	TBD	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
NV	NV Energy*	\$1-\$10 million	Business and residential customers	TVs	\$4	Manufacturer, Retailer, Other Mid-stream Incentive	✓	8/1/2010	12/31/2011

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$5-\$6.5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Imaging Equipment	TBD	Manufacturer, Retailer, Other Mid-stream Incentive			
NY	Long Island Power Authority	Less than \$250K	Residential population on Long Island	TVs	\$10	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
NY	New York State Energy Research and Development Authority	TBD in 2012	New York residents	Televisions	N/A	N/A	✓	Varies depending on program	
				Set-top Boxes & Cable Boxes	TBD	N/A			
				Audio/Video	N/A	N/A			
				Computers	N/A	N/A			
				Displays (Monitors)	N/A	N/A			
				Imaging Equipment	N/A	N/A			
				Power Management	\$80	Manufacturer, Retailer, Other Mid-stream Incentive			
				Plug Load	TBD	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other	\$40K	Other (please list under Description)			
RI	National Grid	Not provided	465K	Computers	\$10	Rebate	✓	1/1/2011	12/31/2011
				Displays (Monitors)	\$20	Rebate			
				Plug Load	\$10	Mark-down Incentive			
SC	South Carolina Energy Office	Not provided	Residential population and state agency employees	General	N/A	Not provided	✓	Not provided	
VT	Burlington Electric Department	Not provided	20K commercial and residential customers	TVs	\$10-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			

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				Displays (Monitors)	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Power Management	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
VT	Efficiency Vermont*	\$250K - \$1 million	All Vermont electric rate payers (approx. 300K)	TVs	\$10-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Power Management	\$7-\$10	Manufacturer Buy-Down			
WA	Puget Sound Energy	Not provided	1 million residential electric customers	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Computers	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
WA	Seattle City Light	Not provided	400K	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	Ongoing	
				Computers	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
				Displays (Monitors)	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
WA, OR, ID, MT	Northwest Energy Efficiency Alliance	Not provided	Residential customers of 130 utilities; over 12 million people	TVs	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive	✓	1/1/2011	12/31/2011
				Displays (Monitors)	Not provided	Manufacturer, Retailer, Other Mid-stream Incentive			
WV	West Virginia Department of	Less than \$250K	Population of West Virginia	TVs	N/A	Not provided	✓	Ongoing	

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	SUPPORT ACTIVITIES	START DATE	END DATE
	Environmental Protection		(1.8 million)	Audio/Video	N/A	Not provided			
				Computers	N/A	Not provided			
				Displays (Monitors)	N/A	Not provided			
WI	Focus on Energy	Not provided	Homeowners	General	N/A	Not provided	✓	10/1/2009	12/1/2012
WY	Rocky Mountain Power, Inc.	Less than \$250K	134.8K	TVs	\$50	Rebate			
				Computers	\$5	Rebate	✓		Ongoing
				Displays (Monitors)	\$10	Rebate			

Consumer Electronics Programs Under Consideration*

CO	Platte River Power Authority
CT	Connecticut Light & Power, United Illuminating
HI	Hawaii Energy Efficiency
IL	Commonwealth Edison, Ameren Illinois
IN, OH	Vectren Energy Delivery
MO	Ameren Missouri
NM	PNM
NY	Consolidated Edison
OH	AEP Ohio
OR	Eugene Water & Electric Board
OR, WA, CA, UT, WY, ID	PacifiCorp
WA	Tacoma Power
WA, ID, OR	Avista
WA	Wisconsin Focus on Energy
Midwest	Midwest Energy Efficiency Alliance
Northeast	Northeast Energy Efficiency Partnerships

Consumer Electronics Program Details

Entries with an asterisk (*) have some information taken from the Consortium for Energy Efficiency, “Consumer Electronics Efficiency Program Summary”, which was updated July 2011 (Available at: http://www.cee1.org/files/CEE_ConsumerElectronics_ProgramSummary_Jul2011.xls).

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Pacific Gas and Electric Company (PG&E)* Lee Cooper 415-973-5999 LCC0@pge.com</p> <p>Website: http://www.pge.com/myhome/saveenergy/money/eebuyersguides/bce/index.shtml</p>	<p>Program Budget: \$1-\$10 million Target Population: 6 million customers (87% residential and 13% non-residential) Program Duration: Through 12/31/2011 Product and Program Details: PG&E coordinates the Business and Consumer Electronics (BCE) Program with the Northwest Energy Efficiency Alliance (NEEA), San Diego Gas & Electric (SDG&E) and the Sacramento Municipal Utility District (SMUD). PG&E, NEEA, SDG&E and SMUD incent retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.1); \$10-\$30/unit (ENERGY STAR 5.1 + 20%) <u>Computers (Desktops):</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$6.50/unit (ENERGY STAR 5.0 + 10%) <u>Imaging Equipment:</u> \$5/unit (ENERGY STAR 1.1 + 50%)</p> <p>Other Activities: The BCE Program supports market education programs such as sales associate development in order to improve the awareness of energy-efficient consumer electronics and the overall presentation of energy-efficient consumer electronics during customer engagement.</p> <p>The primary message is geared toward saving energy, money and the environment in general and materials are co-branded with PG&E's logo and the ENERGY STAR logo.</p> <p>The Computer Power Management program supports vendor outreach and development to educate product vendors about the benefits of their energy-efficient products and the associated rebate. Utility representatives outreach to target groups to establish new relationships. Incentives go to the end-use customer. The Computer Power Management program leverages associated vendors to inform customers about the available rebate to drive down the upfront cost of the installation.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Sacramento Municipal Utility District (SMUD)* Paula Robertson 916-732-5429 Probert@smud.org</p> <p>Website: www.smud.org/en/savetoday</p> <p>***<i>(Information from 2010)</i>***</p>	<p>Program Budget: <i>Not provided</i> Target Population: 595,648 electrical customers in Sacramento and a small portion of Placer County Program Duration: Through 12/31/2011 Product and Program Details: PG&E coordinates the BCE Program with NEEA, SDG&E and SMUD. PG&E, NEEA, SDG&E and SMUD incent retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.1); \$10-\$30/unit (ENERGY STAR 5.1 + 20%) <u>Computers (Desktops):</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$5-\$6.50/unit (ENERGY STAR 5.0 + 10%)</p> <p>Other Activities: Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Point-of-Purchase (POP) signs • Media advisories and community outreach through events and community based organizations • Micro-site • Materials utilized to train Sales Associates in better promoting energy-efficient electronics <p>In addition to POP materials in-store, PG&E, SMUD, NEEA, SCE, and SDG&E each provide consumer education through a variety of other sources (e.g., micro site developed in partnership with CNET) to point customers who are already shopping for electronics towards the more efficient options in the market.</p>
CA	<p>San Diego Gas & Electric (SDG&E)* Shannon Monroe 858-654-6401 SMonroe2@semprautilities.com</p> <p>Website: www.sdge.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: 1.4 million business and residential accounts Program Duration: Through 12/31/2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.1); \$10-\$30/unit (ENERGY STAR 5.1 + 20%) <u>Computers (Desktops):</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$5-\$6.50/unit (ENERGY STAR 5.0 + 10%)</p> <p>Other Activities: Information dissemination and marketing efforts include, but are not limited to, the following:</p> <ul style="list-style-type: none"> • Point-of-purchase signs • Media advisories and community outreach through events and community based organizations • Materials utilized to train Sales Associates in better promoting energy-efficient electronics <p>In addition to POP materials in-store, PG&E, SMUD, NEEA, SCE, and SDG&E each provide consumer education through a variety of other sources to point customers who are already shopping for electronics towards the more efficient options in the market.</p>
CA	<p>Silicon Valley Power, City of Santa Clara Mary Medeiros McEnroe 408-615-6646 mmedeiros@santaclaraca.gov</p> <p>Website: www.siliconvalleypower.com/rebates</p> <p>Program Hotline: 408-244-7283</p>	<p>Program Budget: Less than \$250K Target Population: Residential Customers Program Duration: November 2011 through January 2012 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$25/unit under 40 inches; \$50/unit over 40 inches for LED back-lit and LED edge-lit LCD televisions</p> <p>Other Activities: This program is a holiday shopping promotion to encourage the purchase of more efficient ENERGY STAR televisions and will be promoted on the website, and through bill envelopes, inserts and an ad in the local newspaper.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Southern California Edison (SCE)* Kristina Wong 626-633-3075 Kristina.Wong@sce.com Website: www.sce.com</p>	<p>Program Budget: ~\$3.6 million annually Target Population: 5 million customers (86% residential and 14% non-residential) Program Duration: Through 12/31/ 2012 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$6-\$25/unit (ENERGY STAR 5.1); \$10-\$30/unit (ENERGY STAR 5.1 + 20%) <u>Computers (Desktops):</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$5-\$6.50/unit (ENERGY STAR 5.0 + 10%)</p> <p>Other Activities: The BCE Program conducts comprehensive and educational marketing and outreach events designed to reach both business-to-business (B2B) and business-to-consumer (B2C) markets. The program strives to create a culture of energy efficiency within participating retail locations by educating the organization on the mutual benefits of energy efficiency and the BCE program, from corporate level executives to service and sales teams on the floor. Trained sales staff at retail locations is able to educate customers on the benefits of buying energy-efficient equipment. The program also works with trade associations and industry groups to garner program support and participation. Marketing campaigns and in-store advertising displays utilize ENERGY STAR logos and branding extensively.</p> <p>The BCE Program provides midstream incentives to retailers to increase the stocking level and promotional activities of high-efficiency (i.e., ENERGY STAR) electronic products including computers, computer monitors, cable and satellite set-top boxes, televisions, and additional business and consumer electronics as they become available in the market. The BCE Program also plans to provide incentives to manufacturers that sell directly to consumers or key accounts.</p> <p>The program will be aimed at encouraging manufacturers and retailers to increase the stocking, promotion, and sale of energy-efficient electronic equipment. Retailer relationships established through SCE's Home Energy Efficiency Rebate Program will be leveraged in the BCE program to establish a more robust relationship.</p> <p>Midstream rebates are paid to retailers on a per unit basis. Sales from each approved retailer location are summarized by store location and product type, and then submitted to the program by the retailer on a monthly invoice. An outside vendor provides field support services to place marketing materials in retail stores, ensure qualified product identification on retail store floors, remove outdated materials and provide education to the retailer's sales force on delivering the most effective energy-efficient decision message to the customer.</p>
CO	<p>Xcel Energy* Kim Sherman 612-337-2360 Kim.sherman@xcelenergy.com</p>	<p>Program Budget: \$1 - \$10 million Target Population: 1.3 million electric customers in Colorado Program Duration: Through 12/31/2011 Product and Program Details: Partners with large retail chains in Colorado. Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> (Two Tiers) \$20 & \$25/unit (ENERGY STAR 5.1) <u>Displays (Monitors):</u> \$5/unit (ENERGY STAR + 10%)</p> <p>Other Activities: In support of its TV promotion, Xcel has also developed marketing, POP, merchandising, and employee sales training.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
IA	<p>Alliant Energy Jackie MacLaren 319-786-4353 jackiemaclaren@alliantenergy.com</p> <p>Website: www.alliantenergy.com/rebates</p> <p>Program Hotline: 1-866-255-4271</p>	<p>Program Budget: Less than \$250K Target Population: Commercial customers Program Duration: January 2011 through December 2012 Product and Program Details: Customer rebates: <u>Servers:</u> \$15 <u>Power Management:</u> \$4</p> <p>Other Activities: Marketing and consumer education through bill inserts, trade ally network and direct mail.</p>
IA	<p>Central Iowa Power Cooperative <i>On behalf of 12 member Co-ops</i> Claudia Smith 319-366-4512, ext. 330 claudia.smith@cipco.net</p> <p>Website: http://www.cipco.net/</p> <p>***<i>(Information from 2010)</i>***</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Ongoing Product and Program Details: Customer rebates: <u>TVs:</u> \$40-\$50 (depending on the member co-op); screens must be greater than 40 inches</p>
IA	<p>Spencer Municipal Utilities Amanda Gloyd 712-580-5829 Amanda.gloyd@smunet.net</p> <p>Website: http://www.smunet.net/</p>	<p>Program Budget: Less than \$250K Target Population: 11,250 residential customers Program Duration: January 2011 through December 2011 Product and Program Details: Customer rebates: <u>TVs:</u> \$25</p>
IL	<p>Ameren Illinois Karen Wanke 217-535-5028 kwanke@ameren.com</p> <p>Website: www.actonenergy.com</p> <p>Program Hotline: 1-866-838-6918</p>	<p>Program Budget: Less than \$250K Target Population: 1.2 million residential customers Program Duration: June 2011 through May 2012 Product and Program Details: Customer rebates: <u>Plug Load:</u> \$10</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>Cape Light Compact* Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com or www.capelightcompact.org</p> <p>Program Hotline: 1-877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: Cape Cod and Martha's Vineyard Program Duration: Through 12/31/2011 Product and Program Details: Retailer Incentive: <u>TVs:</u> \$25/unit (ENERGY STAR 5.1 or higher)</p> <p>Customer rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: <u>Advanced Power Strips:</u> \$10/unit markdown program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold. Other Activities: Mid-stream and up-stream incentives for Advanced Power Strips.</p> <p>POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>National Grid* Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 1-877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 1.2 million residential customers Program Duration: Through 12/31/2011 Product and Program Details: Retailer Incentive: <u>TVs:</u> \$25/unit (ENERGY STAR 5.1 or higher) Customer rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: Advanced Power Strips: \$10/unit markdown program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: Mid-stream and up-stream incentives for Advanced Power Strips.</p> <p>POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>NSTAR* Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 1-877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 770,000 residential customers Program Duration: Through 12/31/2011 Product and Program Details: Retailer Incentive: <u>TVs:</u> \$25/unit (ENERGY STAR 5.1 or higher)</p> <p>Customer rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: <u>Advanced Power Strips:</u> \$10/unit markdown program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: Mid-stream and up-stream incentives for Advanced Power Strips.</p> <p>POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>UNITIL* Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 1-877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 25,000 residential customers Program Duration: Through 12/31/2011 Product and Program Details: Retailer Incentive: <u>TVs:</u> \$25/unit (ENERGY STAR 5.1 or higher)</p> <p>Customer rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: <u>Advanced Power Strips:</u> \$10/unit markdown program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: Mid-stream and up-stream incentives for Advanced Power Strips.</p> <p>POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>Western Massachusetts Electric Company* Daniel Krasowsky 508-460-0795 daniel.krasowsky@lmco.com</p> <p>Website: www.masssave.com</p> <p>Program Hotline: 1-877-378-2748</p>	<p>Program Budget: Less than \$250K Target Population: 185,000 residential customers in western Massachusetts Program Duration: Through 12/31/2011 Product and Program Details: Retailer Incentive: <u>TVs:</u> \$25/unit (ENERGY STAR 5.1 or higher)</p> <p>Customer rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0)</p> <p><u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: <u>Advanced Power Strips:</u> \$10/unit markdown program, incentive paid on units sold. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; and have an adjustable switching threshold.</p> <p>Other Activities: Mid-stream and up-stream incentives for Advanced Power Strips.</p> <p>POP educational materials are provided for consumer electronics products supported through the program. Community and promotional events. Educational materials provide information on energy savings, program offerings and energy-efficient product benefits.</p> <p>Retailers and manufacturers are eligible for mid-stream and up-stream incentives through RFPs and other outreach activities. Training provided for retail associates through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>
MD	<p>Constellation Energy/Baltimore Gas and Electric Company Cynthia Edwards 410-470-1312 Cynthia.E.Edwards@constellation.com</p> <p>Website: http://www.bgesmartenergy.com/</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: Through 2012 Rebates: Manufacturer, Retail, Other Mid-stream Incentive: <u>TVs:</u> \$10-30 <u>Set-Top Boxes & Cable Boxes:</u> \$0 <u>Displays (Monitors):</u> \$10-30</p>
MD	<p>Southern Maryland Electric Cooperative Jeff Shaw 240-528-9801 jeff.shaw@smeco.coop</p> <p>Website: http://www.smeco.coop/save</p>	<p>Program Budget: Less than \$250K Target Population: 140,000 residential customers Program Duration: Through 2012 Rebates: Manufacturer, Retail, Other Mid-stream Incentive: <u>TVs:</u> \$10-30. <u>Set-Top Boxes & Cable Boxes:</u> TBD <u>Displays (Monitors):</u> \$10-30</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MI	<p>DTE Energy* Denise Allard 313-235-9418 allardd@dteenergy.com</p> <p>Website: www.YourEnergySavings.com or www.dteenergy.com</p>	<p>Program Budget: \$250K - \$1 million Target Population: 2.2 million retailers and residential customers Program Duration: Through 8/31/2012 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$17.50 (ENERGY STAR 5.1) <u>Computers:</u> \$5 (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$5 (ENERGY STAR 5.0)</p> <p>Other Activities: This program is designed to stimulate growth in ENERGY STAR models stocked at retail stores to increase market share. The pilot program will use POP material, retail employee training, and website promotion to increase demand from residential customers for ENERGY STAR qualified televisions, desktop computers, and monitors.</p>
MN	<p>East Grand Forks Water and Light Bonnie Abel 218-773-1163 babel@egf.mn</p> <p>Website: http://www.waterandlight.info</p> <p>***<i>(Information from 2010)</i>***</p>	<p>Program Budget: <i>Not provided</i> Target Population: <i>Not provided</i> Program Duration: Ongoing Product and Program Details: <u>Customer rebates:</u> <u>Computers:</u> \$30</p>
MN	<p>Southern Minnesota Municipal Power Agency (SMMPA) <i>On behalf of 18 member utilities</i> Program Contact: John P. O'Neil 507-292-6443 jp.oneil@smmpa.org</p> <p>Website: www.SaveEnergyInMyCommunity.com</p> <p>***<i>(Information from 2010)</i>***</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers Program Duration: Ongoing Product and Program Details: <u>Education and Outreach:</u> Community events, website, publications, fact sheets. <u>Marketing:</u> Print ads and bill inserts.</p> <p>Other Information: SMMPA sponsors consumer education and marketing efforts on behalf of 18 member municipal utilities: <i>Austin Utilities, Blooming Prairie Public Utilities, Fairmont Public Utilities, Grand Marais Public Utilities, Lake City Utilities, Litchfield Public Utilities, Mora Municipal Utilities, New Prague Utilities Commission, North Branch Municipal Water & Light, Owatonna Public Utilities, Preston Public Utilities, Princeton Public Utilities Commission, Redwood Falls Public Utilities, Rochester Public Utilities, City of Saint Peter, Spring Valley Public Utilities, Waseca Utilities, Wells Public Utilities.</i></p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NC	<p>Carteret-Craven Electric Cooperative (CCEC) Gary Zajac 252-727-2231 garyz@ccemc.com</p> <p>Website: www.carteretcravenelectric.coop</p> <p>***<i>(Information from 2010)</i>***</p>	<p>Program Budget: \$3,500 Target Population: <i>Not provided</i> Program Duration: <i>Not provided</i> Product and Program Details: <u>Education and Outreach:</u> Distribution of power strips for single cut-off of electronics, computers, etc.</p> <p><u>Plug Load:</u> Communicating “phantom load” with fact sheets, presentations and articles in newsletter, etc.</p> <p>Other Activities: CCEC continues to educate its members about energy-savings options through public presentations, in bill stuffers, newsletters, press releases, on the Web, in our offices and in the field. Additionally, we give away power strips when talking to individuals or groups about plug load and powering down electronic devices, chargers, etc.</p> <p>These efforts are geared toward saving our members money and meeting the requirements of the N.C. Renewable Energy & Energy Efficiency Portfolio Standard.</p>
NE	<p>Nebraska Energy Office Bruce Hauschild 402-269-2867 bruce.hauschild@nebraska.gov</p> <p>Website: http://www.neo.ne.gov/loan/index.html</p>	<p>Program Budget: \$25 - \$50 million Target Population: All Nebraska commercial and residential customers Program Duration: Ongoing Product and Program Details: The Nebraska Energy Office offers residents financing through "Dollar and Energy Savings Loans." <u>TVs:</u> <i>Varies</i> <u>Audio/Video:</u> <i>Varies</i> <u>Computers:</u> <i>Varies</i> <u>Displays (Monitors):</u> <i>Varies</i> <u>Imaging Equipment:</u> <i>Varies</i> <u>Battery Chargers:</u> <i>Varies</i> <u>Cordless Phones:</u> <i>Varies</i></p> <p>Other Activities: Website advertising.</p>
NH	<p>Public Service of New Hampshire* Jack Schelling schelje@psnh.com 603-634-2721</p>	<p>Program Budget: \$15,000 Target Population: New Hampshire Program Duration: Ongoing Product and Program Details: Markdown Program: <u>Advanced Power Strips:</u> \$10 coupon for qualified smart strips with a retail price of \$20 or more. Power strips must be intelligent and have some manner of control. Utility is in the process of establishing criteria for advanced power strips and when do they qualify as “Smart” so they may participate in the rebate program.</p> <p>Other Activities: POP materials in stores; Information on the website; Bill inserts; Online catalogues; "Cut the Carbon" kits at the local libraries. Customer education on phantom loads and offering a chance to control those is an important program feature.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NH	<p>New Hampshire Electric Co-op* Patti Corbeil corbeilp@nhec.com 603-536-8637</p>	<p>Program Budget: \$15,000 Target Population: New Hampshire Program Duration: Ongoing Product and Program Details: Markdown Program <u>Advanced Power Strips:</u> \$10 coupon for qualified smart strips with a retail price of \$20 or more. Power strips must be intelligent and have some manner of control. Utility is in the process of establishing criteria for advanced power strips and when do they qualify as "Smart" so they may participate in the rebate program.</p> <p>Other Activities: POP materials in stores; Information on the website; Bill inserts; Online catalogues; "Cut the Carbon" kits at the local libraries. Customer education on phantom loads and offering a chance to control those is an important program feature.</p>
NH	<p>Unitil* Rebecca Scott 603-294-5126 scott@unitil.com</p>	<p>Program Budget: \$15,000 Target Population: New Hampshire Program Duration: Ongoing Product and Program Details: Markdown Program <u>Advanced Power Strips:</u> \$10 coupon for qualified smart strips with a retail price of \$20 or more. Power strips must be intelligent and have some manner of control. Utility is in the process of establishing criteria for advanced power strips and when do they qualify as "Smart" so they may participate in the rebate program.</p> <p>Other Activities: POP materials in stores; Information on the website; Bill inserts; Online catalogues; "Cut the Carbon" kits at the local libraries. Customer education on phantom loads and offering a chance to control those is an important program feature.</p>
NH	<p>National Grid* Kate Ringe-Welch, 781-907-1580 katherine.ringe@us.ngrid.com</p>	<p>Program Budget: \$15,000 Target Population: New Hampshire Program Duration: Ongoing Product and Program Details: Markdown Program: <u>Advanced Power Strips:</u> \$10 coupon for qualified smart strips with a retail price of \$20 or more. Power strips must be intelligent and have some manner of control. Utility is in the process of establishing criteria for advanced power strips and when do they qualify as "Smart" so they may participate in the rebate program.</p> <p>Other Activities: POP materials in stores; Information on the website; Bill inserts; Online catalogues "Cut the Carbon" kits at the local libraries. Customer education on phantom loads and offering a chance to control those is an important program feature.</p>
NJ	<p>New Jersey Clean Energy Program Pedro Cabrera 973-890-9500 ext. 3027 pedro.j.cabrera@honeywell.com Website: www.njcleanenergy.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: New Jersey residents Program Duration: Ongoing Product and Program Details: The program is offered through an RFP based partnership with industry organizations, Ecos Consulting and Comcast.</p> <p>Manufacturer, Retailer, Other Mid-stream Incentive: <u>Set Top Boxes:</u> <i>To Be Determined</i></p> <p>Other Activities: Cross-promoting programs through Video On Demand, Public Service Announcements (PSAs) & News Interviews.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NV	<p>NV Energy* Adam Grant 702-402-2183 agrant@nvernergy.com</p> <p>Program Contact: Luther Kopf 510-482-4420 x230 lkopf@energy-solution.com</p> <p>Website: www.bceincentives.com</p>	<p>Program Budget: Total funding is \$4 million (2010–2013) Target Population: Business and Residential Customers Program Duration: Through 12/31/2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$4/unit (ENERGY STAR 4.1); \$12.50/unit (ENERGY STAR 5.1) <u>Computers (Desktops):</u> \$7/unit <u>Displays (Monitors):</u> \$5-\$6.50/unit <u>Imaging Equipment:</u> TBD</p> <p>Other Activities: NV Energy will promote Consumer Electronics and Plug Loads Program (The Program) with events, a website, general and product-specific POP advertising.</p> <p>The Program addresses the dramatic load growth within NV Energy territory caused by the rapid proliferation of electronics—both consumer electronics and office equipment. The Program will provide midstream and upstream incentives for retailers and original equipment manufacturers (OEMs) such as Best Buy, Walmart, Dell, and HP to increase the stocking, promotion, and sales of the highest efficiency products on the market.</p> <p>NV Energy is working with Energy Solutions and QDI Strategies to build upon the existing Business and Consumer Electronics Incentive Program (BCE Program or bceincentives.com) collaboration with NEEA, PG&E, SMUD, and SDG&E.</p> <p>The Program's success relies on the strong relationships the program team has developed with key retailer and OEM decision makers in combination with a streamlined software program that is already linked directly to retailers systems. In addition, the program maintains a frequently updated qualifying product list in which all models in the database have a direct mapping to ENERGY STAR qualified products lists. This combination will allow NV Energy to get accurate data in a timely manner and to process applications quickly and accurately while building a solid foundation for evaluation, measurement and verification (EM&V) market analysis. Using best practices from the BCE Program and other market research jointly utilized by the utility participants (e.g., market data from leading market research firms like NPD and IDC), NV Energy will design qualifying standards, program product offerings, and incentive levels in order to minimize free ridership.</p>
NY	<p>Long Island Power Authority* Renee Crespi 631-755-5301 Rcrespi1@service.lipower.org</p> <p>Program Contact: Tani Ensign Rivera 413-731-9405 tani@appliedproactive.com</p> <p>Website: www.lipower.org</p>	<p>Program Budget for 2011: \$205,000 (TV mid-stream incentive program) Target Population: Approx. 900, 000 residential customers Program Duration (tentative): Through 12/31/2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> \$10/unit (ENERGY STAR 4.1 or higher)</p> <p>Other Activities: Marketing program will include bill inserts, Newsday ads, website, POP, and possible direct mail campaigns.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
NY	<p>New York State Energy Research and Development Authority (NYSERDA)* Scott Kessler 212-971-5342 x3022 sbk@nyserda.org</p> <p>Website: www.GetEnergySmart.org</p>	<p>Program Budget: TBD in 2012 Target Population: New York State except Long Island and several municipalities Program Duration (tentative): Varies depending on partner Product and Program Details: <u>TVs, Set-Top Boxes, Computers, and Monitors:</u> Varies depending on industry partner</p> <p>Retailer and Manufacturer: <u>Advanced Power Strips:</u> \$80 (\$80,000 for manufacturers; retail promotions as needed). Load-sensing advanced power strips only; open to other technologies that do not require remotes or on/off switches.</p> <p><u>Other:</u> Products that enable consumers to control energy consumption in their home fit this category, such as the energy monitoring aspect of whole-house controls and switches. \$40,000 for manufacturers; retail promotions as needed.</p> <p><u>Education and Outreach:</u> Consumer marketing and outreach about ENERGY STAR consumer electronics and office equipment.</p> <p>The New York Energy \$martSM Products Program does not provide program incentives for qualified electronics products. The Program uses its resources to educate consumers on the benefits of purchasing ENERGY STAR qualified electronics through a myriad of outreach and awareness strategies. The focus of NYSERDA's vision for electronics is to advocate for increased efficiencies through State and Federal standards while providing education and awareness on plug load in addition to tools for consumers to use to reduce it.</p> <p>Other Activities: Mid-stream and up-stream incentive programs dedicated to introducing power managing products, such as advanced power strips and in-home control devices, into the New York State markets. This program is open enrollment for retailers and manufacturers that meet eligibility requirements.</p>
RI	<p>National Grid* Becky Webster 413-787-1940 Beckyw@appliedproactive.com</p> <p>Website: www.powerofaction.com/ri</p> <p>Program Hotline: 1-877-866-2540</p>	<p>Program Budget: Not provided Target Population: 465,000 residential customers Program Duration: Through December 2011 Product and Program Details: Customer Rebates: <u>Computers (Desktops):</u> \$10/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$20/unit (ENERGY STAR 5.0)</p> <p>Markdown Incentive: <u>Advanced Power Strips:</u> \$10/unit markdown program, incentive paid on units sold; if product becomes available in retail store a mail-in \$10 will be utilized. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; allow for at least 3 peripheral devices to be connected; and be rated for 120 V and 15 amp service.</p> <p>Other Activities: Training provided for retail associates and customers through the program implementation contractor. Additional funding may be available for retailers pursuing additional marketing efforts.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
SC	<p>South Carolina Energy Office Trish Jerman 803-737-8025 tjerman@energy.sc.gov</p> <p>***(Information from 2010)***</p>	<p>Program Budget: <i>Not provided</i> Target Population: General public and state agency employees Program Duration: Ongoing Product and Program Details: Education and Outreach: The SC Energy Office provides informational presentations and web-based information related to ENERGY STAR consumer electronics and office products.</p>
VT	<p>Burlington Electric Department Chris Burns 802-865-7337 cburns@burlingtonelectric.com</p> <p>Website: www.burlingtonelectric.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: 20,000 commercial and residential customers Program Duration: January 2011 through December 2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: \$10-\$25 Computers: \$7 Displays (Monitors): \$7 Power Management: \$7</p>
VT	<p>Efficiency Vermont* Laura Bonn 802-860-4095 ext. 1343 lbonn@veic.org</p> <p>Website: http://efficiencyvermont.org/pages/Residential/SavingEnergy/home_electronics</p> <p>Program Hotline: 888-921-5990</p>	<p>Program Budget: \$500,000 for 2011. Target Population: Entire State of Vermont (approximately 300,000 residential electric accounts) Program Duration: Through 12/2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: \$10-\$25/unit (ENERGY STAR 5.3) Computers (Desktops): \$7/unit (ENERGY STAR 5.0) Displays (Monitors): \$7/unit (ENERGY STAR 5.0 + 10%)</p> <p>Manufacturer Buy-Down: Advanced Power Strips: \$7-\$10/unit mid-stream incentives. Product must be UL listed; have at least a one year warranty; carry an equipment protection guarantee of at least \$1,000; consume less than one watt of stand-alone power; be rated for 120 V and 15 amp service; have a re-settable circuit breaker; have a control outlet and advanced sensing circuitry; will automatically shut off standby power to peripherals when the main component is turned off; have an adjustable switching threshold; and coax required.</p>
WA	<p>Puget Sound Energy (PSE) Brad Simcox 425-462-3463 Brad.simcox@pse.com</p> <p>Website: http://energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not provided</i> Target Population: 1 million residential electric customers Program Duration: January 2011 – December 2011 Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: TVs: <i>Not provided</i> Computers: <i>Not provided</i> Displays (Monitors): <i>Not provided</i></p> <p>Other Activities: NEEA, on behalf of PSE, provides a website, public relations, point of purchase materials, and retailer training.</p> <p>PSE has as strong interest in developing programs to control plug load and is interested in designing programs cooperatively with industry to encourage more efficient technologies. Programs around more efficient set-top boxes, eliminating standby power / usage of smart strips, and intelligent power management are of particular interest to PSE.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
WA	<p>Seattle City Light Christine Bunch 206-386-1824 christine.bunch@seattle.gov</p> <p>Elizabeth Freeman, PECI 503-467-0979 efreeman@peci.org</p> <p>Website: www.seattle.gov/light/conserve/</p>	<p>Program Budget: <i>Not provided</i> Target Population: 400,000 residential customers Program Duration: Ongoing Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> <i>Not provided</i> <u>Computers:</u> <i>Not provided</i> <u>Displays (Monitors):</u> <i>Not provided</i></p> <p>Other Activities: Participation in regional Energy-Efficient Electronics Initiative through NEEA. Program focuses on market transformation through in-store merchandising and education of top efficient ENERGY STAR qualified televisions, computers and monitors. Mid-stream and upstream incentives are offered to retailers and manufacturers. Eligible products feature utility branded label.</p>
WA, OR, ID, MT	<p>Northwest Energy Efficiency Alliance (NEEA) Mardi Cino 503.827.8416 Ext 266 mcino@nwalliance.org</p> <p>Website: http://energyefficiantelectronics.org/</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential customers of 130 utilities in Washington, Oregon, Idaho, and Montana; over 12 million customers Program Duration: Ongoing, or otherwise noted Product and Program Details: Manufacturer, Retailer, Other Mid-stream Incentive: <u>TVs:</u> Retailer, Manufacturer, Distributor incentive <u>Displays (Monitors):</u> Retailer incentive</p> <p>Other Activities: NEEA coordinates with BCE Program partners PG&E, SMUD, and SDG&E seeking to motivate retailers, manufacturers, and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>In 2010, NEEA incented energy-efficient TVs, computers and monitors for residential customers. In 2011, Digital Televisions meeting and exceeding the ENERGY STAR 5.1 specification are targeted at retail with additional products being considered.</p> <p>The BCE Program supports market education programs such as sales associate development in order to improve the awareness of energy-efficient consumer electronics and the overall presentation of energy-efficient consumer electronics during customer engagement. NEEA joined the BCE Program in Fall 2009.</p> <p>Primary message is geared towards helping consumers identify the most energy-efficient TV and is co-branded with the region's 130 utilities as well as the ENERGY STAR logo.</p> <p>Information dissemination and marketing efforts include:</p> <ul style="list-style-type: none"> • In-store merchandising on TV displays, end caps, and seasonal high-traffic areas • Media advisories • Customer awareness website • Materials to train Sales Associates to more effectively promote energy-efficient electronics

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WV	<p>West Virginia Department of Environmental Protection Sandra Rogers (304) 926-0499 ext. 1004 Sandra.d.rogers@wv.gov</p> <p>Niki Davis (304) 926-0499 ext. 1269 Niki.I.davis@wv.gov</p> <p>Program Hotline: 800-322-5530</p> <p>Website: http://www.dep.wv.gov/dlr/reap/cedprogram/Pages/default.aspx</p>	<p>Program Budget: \$170,000 Target Population: Residents of West Virginia (1.8 million) Program Duration: Ongoing</p> <p>Other Activities: Grant Programs to local government and municipalities for the purpose of conducting electronic collection events and programs. The funding available for grants is established by the registration fee imposed on all covered electronic device manufacturers that conduct business in West Virginia. Program is in support of the State's electronic equipment landfill ban, which begins on January 1, 2011.</p>
WI	<p>Focus on Energy Ellen Carter 608-824-3114 ellen.carter@shawgrp.com</p> <p>Website: www.icanconserve.com</p>	<p>Program Budget: <i>Not provided</i> Target Population: Residential homeowners Program Duration: October 2009 –November 2012 Product and Program Details: Education and Outreach: Focus on Energy, in partnership with Wisconsin Public Service, is offering the iCanConserve program to select communities in the Wisconsin Public Service territory. One of the iCanConserve program offerings is the Home Energy Review, which is a whole house approach to energy efficiency. A walk through energy audit and comprehensive home energy assessment are performed to identify energy efficiency improvements in the home. The homeowner is offered substantial incentives to implement the energy efficiency improvements recommended.</p> <p>As a part of the walk through audit, an Energy Advocate identifies and educates the homeowner on ways to save energy with their home electronics. From using power strips and turning equipment off when not in use to suggested television settings, the homeowner is given valuable information to encourage efficient use of home electronics. If the homeowner is in the market for a new piece of electronics or home office equipment, the Energy Advocate will encourage them to purchase ENERGY STAR qualified products.</p>
WY	<p>Rocky Mountain Power, Inc. Elizabeth Freeman, PEI 503-467-0979 efreeman@peci.org</p> <p>Website: www.rockymountainpower.net/hes</p> <p>Program Hotline: 1-800-942-0266</p>	<p>Program Budget: Less than \$250K Target Population: 134,799 residential customers Program Duration: Ongoing Product and Program Details: Customer Rebates: <u>TVs:</u> \$50 <u>Computers:</u> \$5 <u>Displays (Monitors):</u> \$10</p> <p>Other Activities: Marketing activities include listing ENERGY STAR criteria on POP, applications and marketing materials.</p>