

ENERGY STAR[®] SUMMARY OF CONSUMER ELECTRONICS PROGRAMS

The simple
choice for
energy
efficiency.



SEPTEMBER 2016 UPDATE

The U.S. Environmental Protection Agency (EPA) is pleased to provide 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 certified consumer electronics and office products including: televisions, set-top boxes, audio/video equipment, computers, monitors, imaging equipment, battery chargers, telephony, and enterprise servers. The Summary includes information provided by energy efficiency program sponsors and describes their current program offerings in 2016-2017 and beyond.

Each ENERGY STAR consumer electronics program is summarized with a focus on incentives (e.g., mid-stream rebate and mark-down), program contacts, and other relevant program details. Participation in the Summary is voluntary and therefore may not represent all promotions and incentives available across the country. The information in this Program Summary is current as of August 15, 2016; more current or additional information may be available at www.energystar.gov/rebatefinder.

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

1. **Executive Summary**
2. **Program Budget Map, National Promotion Charts and Graphs** – Overview of promotion types for consumer electronics programs across the United States.
3. **Programs Information** – A summary table of current consumer electronics promotions organized by state.
4. **Partner Contact Directory** – Program websites, hotlines, and contact information for program managers.

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

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Executive Summary

The 2016 ENERGY STAR Summary of Consumer Electronics Programs (Summary) presents information submitted by 23 energy efficiency program sponsors from across the United States, including 3 “umbrella organizations” and statewide programs running promotions on behalf of or in conjunction with 19 cooperative or municipal utilities and investor-owned utilities. Partners have provided information on 72 individual incentive programs for ENERGY STAR electronics products including televisions, set-top boxes, audio/video equipment, computers, monitors, imaging equipment, battery chargers, telephony, and enterprise servers, as well as other products such as advanced power strips, which are not within the scope of ENERGY STAR. To improve the accuracy of available promotions nationwide, information submitted under umbrella organizations has been accounted for individually for each member utility, unless otherwise indicated as a statewide or centrally-administered program.

From the information submitted by energy efficiency program sponsors, the key highlights include:

Program Budgets – Partners were asked to categorize their program budgets into buckets demonstrating order of magnitude and range (e.g., less than \$50K, \$50K-\$250K, \$250-\$1 million). To calculate state totals and the national total, the mid-point of each bucket range was taken and multiplied by the total number of partner programs identifying with a given bucket. Since exact budget information has not been provided, nor have all partners given budget information (see the [“Consumer Electronics Program Budget Map”](#) on page 3 for more details), a precise total cannot be determined. In 2016, the total national budget was just under \$70 million, compared to just over \$70 million. The slight decrease in budget may be explained by actual declines in program budgets, fewer programs being offered, and/or by fewer partners reporting their program budget information.

Promotions by Dollar Amount – Promotion amounts in 2016 range from \$3 for mid-stream computer promotions to \$150 for televisions. The average incentive for televisions decreased from 2014 to 2015: from \$35.10 to \$30.26, a decrease of 14%. Incentives for the rest of the major product categories increased all by less than 1%. See [“Average Promotion Amount for ENERGY STAR Consumer Electronics Products 2011-2016”](#) on page 5 for more details on average incentive values.

Promotions by Product – In 2016, television promotions decreased slightly from 39% of total incentives in 2015 to 33% in 2016, but still have the largest number of total incentives. All other products also decreased or stayed the same except for advanced power strips, not covered by an ENERGY STAR specification, which increased from 15% of total incentives in 2015 to 24% in 2016. See [“2016 ENERGY STAR Consumer Electronics Promotions by Product Type”](#) on page 5 and [“ENERGY STAR Consumer Electronics Promotions by Product Type 2011-2016”](#) on page 6 for more details.

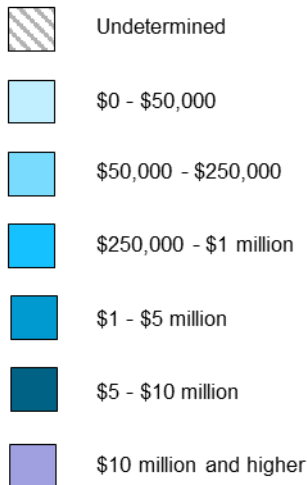
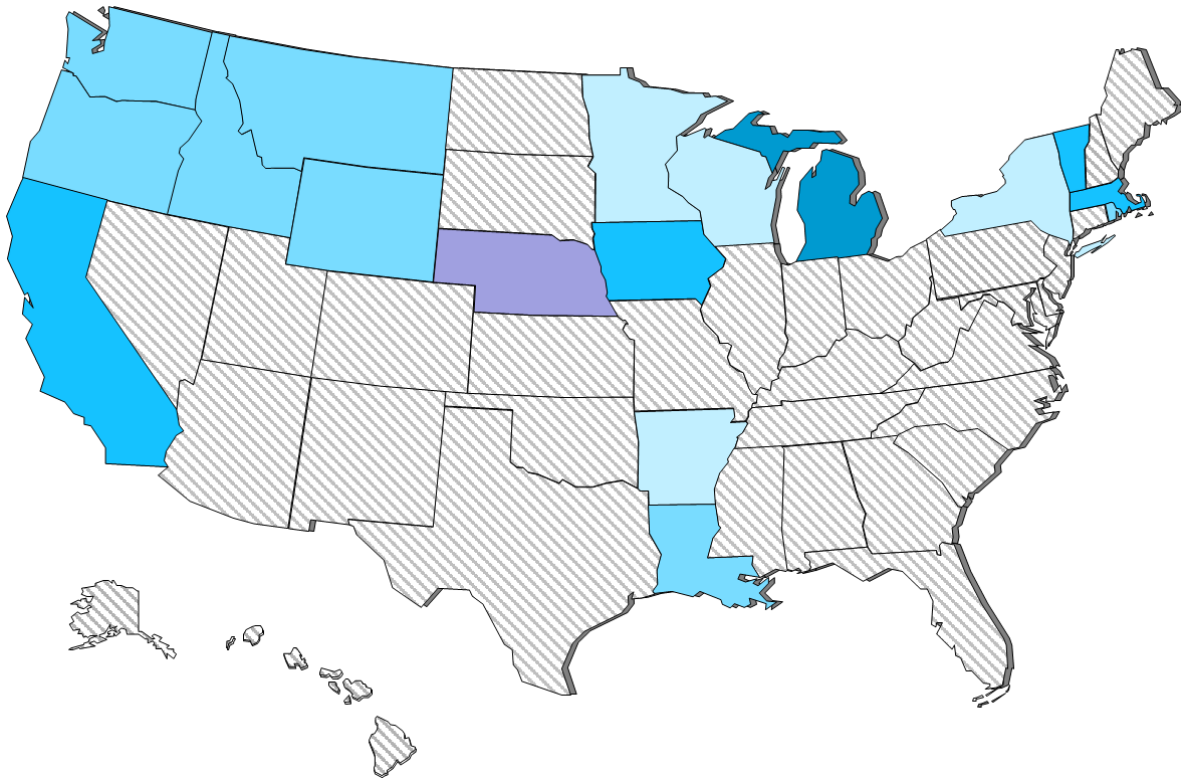
Promotions by Type – 51% of promotions feature mail-in rebates, a decrease of 5 percentage points over 2015. Eighteen percent (18%) of existing promotions are conducted with retailer or manufacturer mid-stream incentives, reflecting a continuing downward trend in this promotion model (60% in 2011, 43% in 2012, 39% in 2013, 31% in 2014, and 27% in 2015). Promotions offering bill credits increased from 3% in 2015 to 14% in 2016. See [“2016 ENERGY STAR Consumer Electronics Promotions by Incentive Type”](#) on page 6 for more details.

Promotions by Region – The Midwest continued to have the greatest number of promotions with 42 (2015 = 47). The Northeast follows with 20, while West, Southwest, and Southeast program sponsors offer 7, 2, and 1 promotions, respectively. There are no programs offered in the Mid-Atlantic region. The West increased total promotions slightly over the 3 offered in 2015, but has still experienced a significant decrease in promotions, falling from a high of 30 promotions in 2011. See [“2016 ENERGY STAR Consumer Electronics Promotions by Type and Region”](#) on page 7 for more details.

Consumer Electronics Program Budget Map

The map below shows program budgets for consumer electronics programs by state as reported by the energy efficiency program sponsors.

NOTE: Energy efficiency program sponsors in the “undetermined” states may implement consumer electronics promotion programs in 2016 and beyond, but were unable or did not elect to provide budget information. Likewise, states highlighted in color may not represent all the partner program budgets, as partners in those states also may have elected not to provide budget information. See the individual program entries for details.

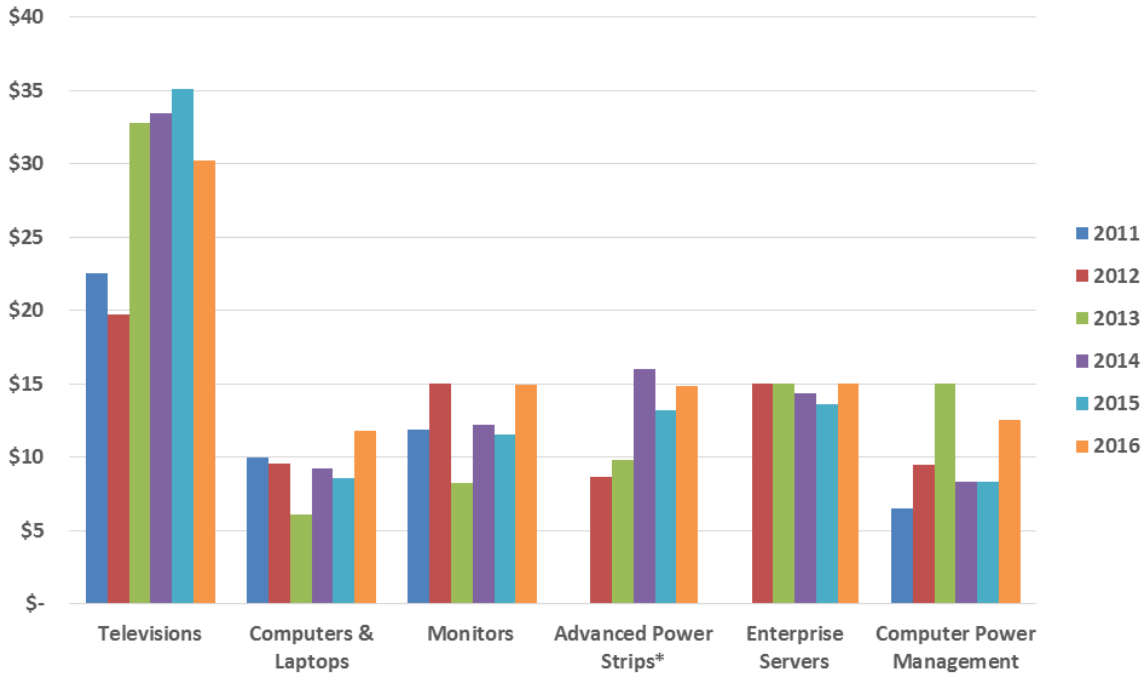


NOTE: The Nebraska Energy Office maintains a substantial revolving loan fund, which can be used for consumer electronic and/or other energy efficiency measures.

National Consumer Electronics Promotion Charts and Graphs

Percentages have been rounded to the nearest whole number for values over 2%. Totals may not equal 100%.

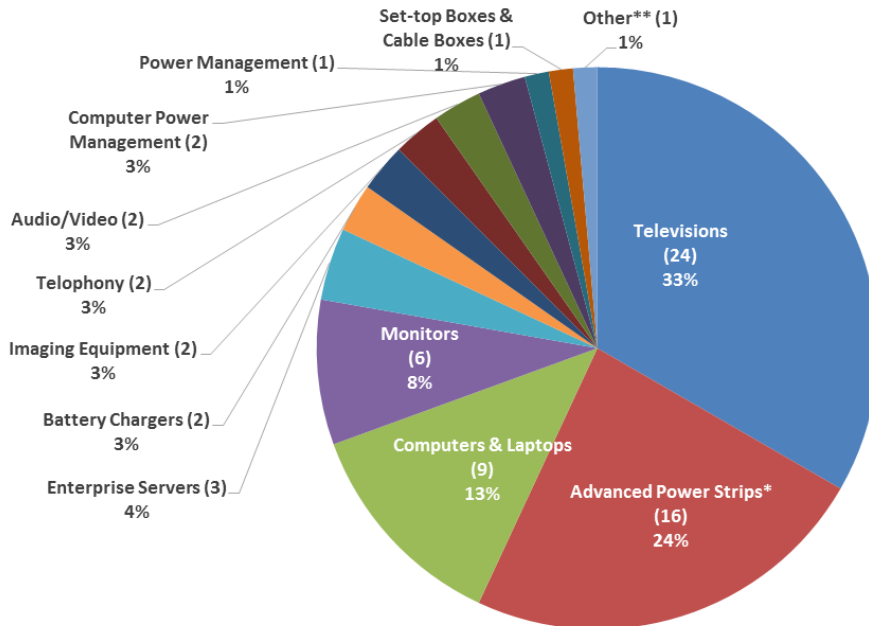
Average Promotion Amount for ENERGY STAR Consumer Electronics 2011-2016



* Advanced Power Strips are not an ENERGY STAR certified product.

NOTE: Product types that do not have average incentive amounts because the data were not provided (Set-top Boxes & Cable Boxes, Audio/Video, Battery Chargers, Imaging Equipment, and Telephony) are not included above.

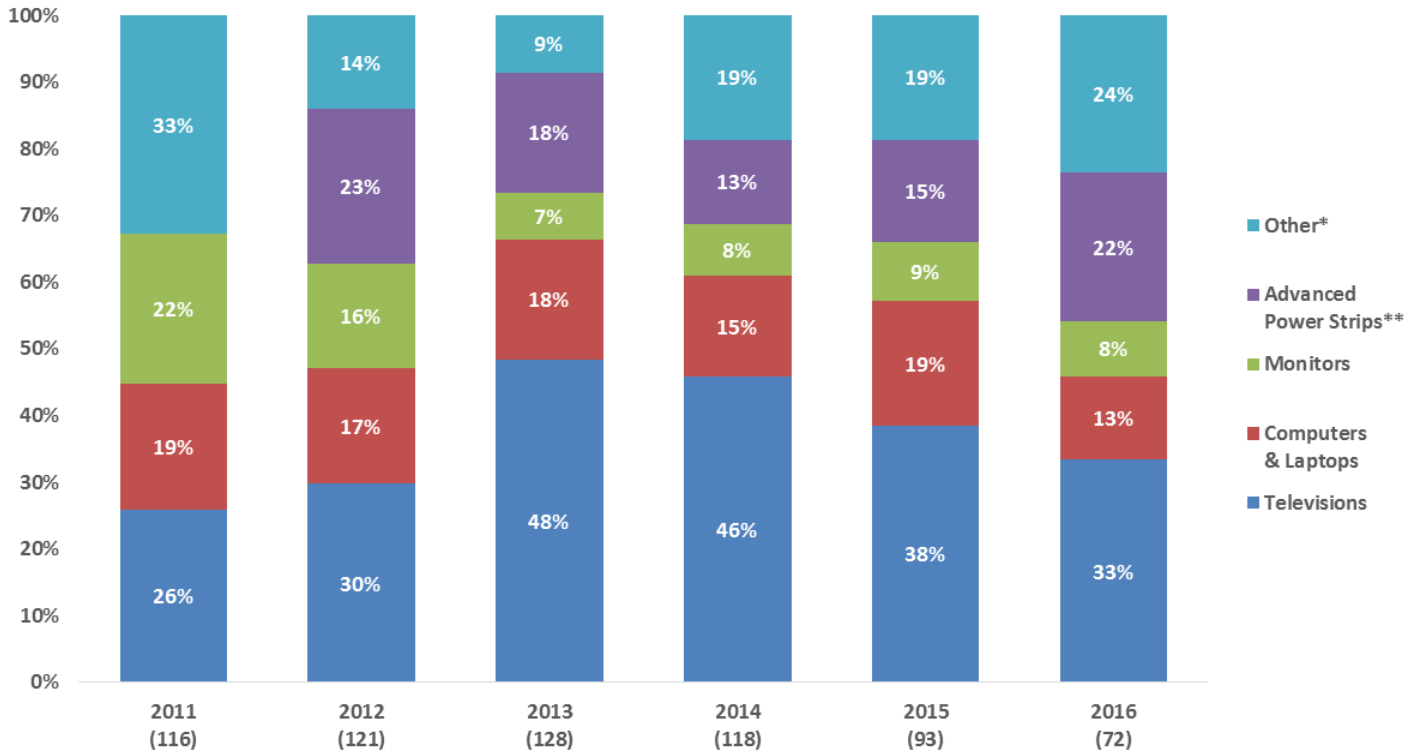
2016 ENERGY STAR Consumer Electronics Promotions by Product Type (Totals listed in parentheses)



* Advanced Power Strips are not ENERGY STAR products.

** The "Other" program is a Plug Load Occupancy Sensor program.

ENERGY STAR Consumer Electronics Promotions by Product Type 2011-2016
(Annual totals listed in parentheses)

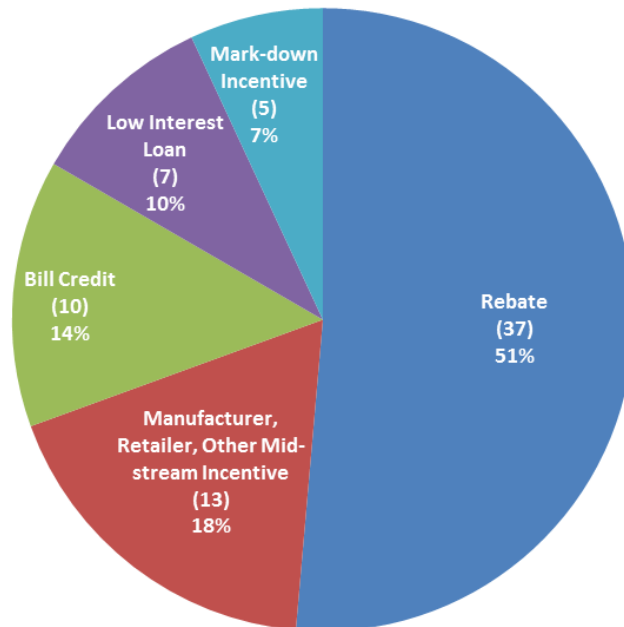


* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the "[Consumer Electronics Program Information](#)" for individual partner details.

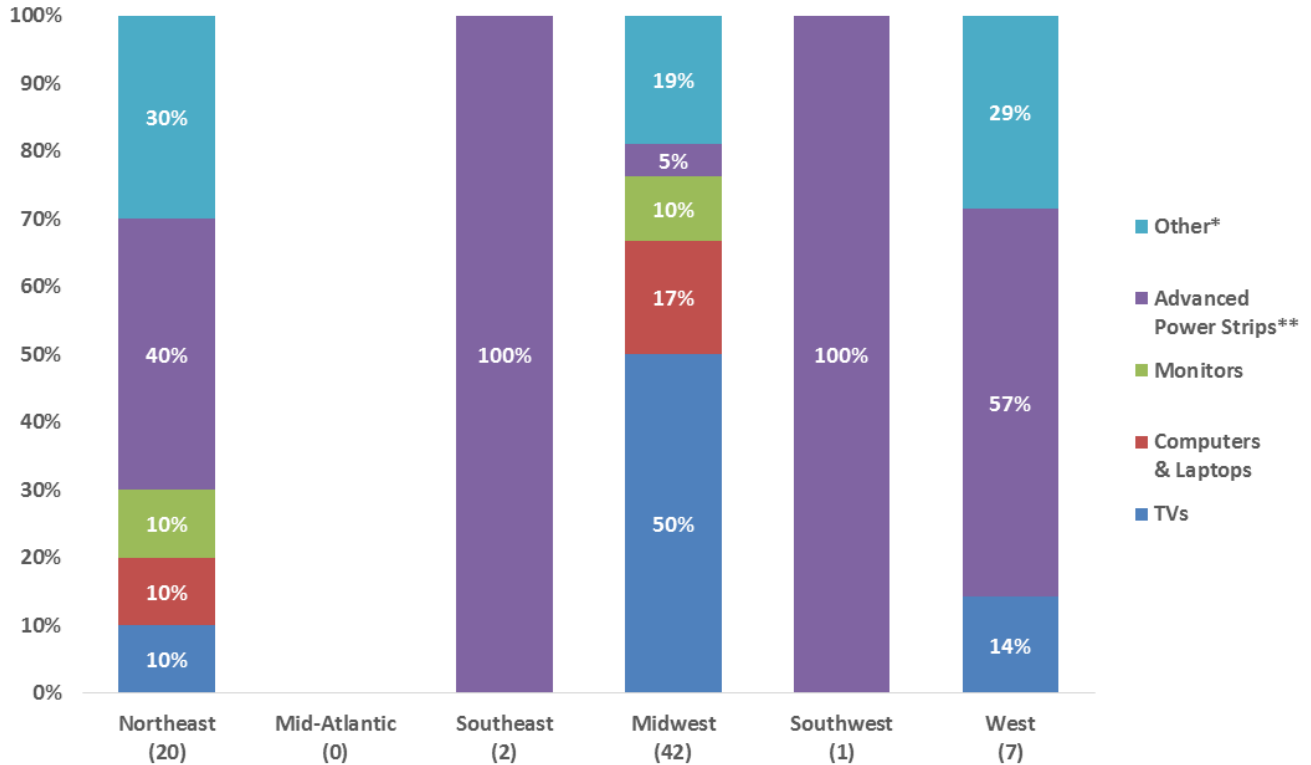
** Advanced Power Strips are not ENERGY STAR products.

NOTE: In 2011, Advanced Power Strips were counted within the "Other" category if incentives existed.

2016 ENERGY STAR Consumer Electronics Promotions by Incentive Type
(Totals listed in parentheses)



2016 ENERGY STAR Appliance Promotions by Type and Region
(Regional totals listed in parentheses)



* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the "[Consumer Electronics Program Information](#)" for individual partner details.

** Advanced Power Strips are not ENERGY STAR products.

Consumer Electronics Program Information

The table below provides information on products being promoted around the country by energy efficiency program sponsors. The information is organized by state and all promotions and incentives are for ENERGY STAR certified products unless otherwise specified. Please contact the program sponsor representative, found in the Partner Contact Directory following this section, to learn more about partnership opportunities. Members of umbrella organization are listed as footnotes.

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	START DATE	END DATE
AR	The Empire District Electric Company	Less than \$50K	4.4K (Residential & Commercial)	Other (Power Strips)	\$15	Rebate	1/1/2012	12/31/2016
CA	Pacific Gas and Electric Company	Not provided	780K (Commercial)	Other (Computer Power Management)	\$15	Rebate	1/1/2013	12/31/2016
				Other (Plug Load Occupancy Sensors)	\$15	Rebate		
CA	Riverside Public Utilities	\$250K-\$1million	105K (Commercial & Residential)	TVs	\$150	Rebate	1/1/2015	Ongoing
IA	Alliant Energy	\$250K - \$1 million	Commercial	Computers & Laptops	\$5-\$10	Rebate	1/1/2014	12/31/2018
				Enterprise Servers	\$10	Rebate		
				Other (Power Management)	\$6	Rebate		
ID, MT, OR, WA	Bonneville Power Administration ¹ (BPA utilities)	\$50K - \$250K	8 million	Other (Power Strips)	\$40	Buy-Down/Discount	10/1/2015	09/30/2017
IL	Ameren Illinois	Not provided	Commercial	Computers	\$10	Rebate	6/1/2016	5/31/2017
IL	Illinois Department of Commerce and Economic Opportunity	\$10 - \$20 million	Public Sector Entities (Commercial)	Other (Computer Power Management)	\$8-\$12	Rebate	6/1/2016	5/31/2017
LA	Entergy New Orleans	\$50K - \$250K	160K (Residential)	Other (Power Strips)	\$15	Rebate	4/1/2011	10/21/2017
MA	MassSave ² (Representing 4 utilities)	\$250K - \$1 Million	2.34 million	Other (Power Strips)	\$15	Manufacturer, Retailer, Other Mid-stream Incentive	1/1/2016	12/31/2016
MI	Coldwater Board of Public Utilities	Less than \$50K	6K (Residential)	TVs	\$25-\$50	Rebate	1/1/2014	12/31/2017
				Computers & Laptops	\$15	Rebate		
MI	DTE Energy	\$250K - \$1 Million	2.2 million	TVs	\$5-\$15	Manufacturer, Retailer, Other Mid-stream Incentive	1/1/2012	12/31/2016

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STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	START DATE	END DATE
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive		
				Monitors	\$5	Manufacturer, Retailer, Other Mid-stream Incentive		
MI	Efficiency United ³ (Representing 15 electric utilities)	\$250K - \$1 Million	5K (Residential)	TVs	\$25	Rebate	1/1/2016	12/31/2016
MI	Holland Board of Public Works	Less than \$50K	25K (Residential)	Computers	\$15	Rebate	1/1/2016	12/31/2016
				TVs	\$30	Rebate		
				Monitors	\$15	Rebate		
				Other (Surge Protectors)	\$10	Rebate		
MI	Lansing Board of Water & Light	Less than \$50K	83K (Residential)	Televisions	\$25-\$50	Mail-in Rebate	1/1/2015	Ongoing
MN	Rochester Public Utilities	Less than \$50K	4K (Commercial)	Computers	\$5	Rebate	1/1/2015	12/31/2016
				Enterprise Servers	\$15	Rebate		
NE	Nebraska Energy Office	\$50 million or greater	All Nebraska Residents	TVs	Varies	Low Interest Loan	Ongoing	
				Audio/Video	Varies	Low Interest Loan		
				Computers	Varies	Low Interest Loan		
				Monitors	Varies	Low Interest Loan		
				Imaging Equipment	Varies	Low Interest Loan		
				Battery Chargers	Varies	Low Interest Loan		
				Telephone	Varies	Low Interest Loan		
NY	PSEG Long Island	Less than \$50K	Residential Population on Long Island	Other (Power Strips)	\$10	Mark-down Incentive	1/1/2016	12/31/2016
OH	Efficiency Smart	\$250K - \$1 million	195K (Residential)	Other (Power Strips)	\$10-\$15	Rebate	1/1/2016	12/31/2016
RI	National Grid	\$50K - \$250K	465K (Residential)	Other (Power Strips)	\$15	Manufacturer, Retailer, Other Mid-stream Incentive	1/1/2016	12/31/2016

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STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	START DATE	END DATE
RI	Pascoag Utility District	Not provided	Residential	Computers & Laptops	15% up to \$50	Bill Credit	1/1/2015	12/31/2016
				Audio/Video	15% up to \$50	Bill Credit		
				Displays	15% up to \$50	Bill Credit		
				Set-top Boxes & Cable Boxes	15% up to \$50	Bill Credit		
				TVs	15% up to \$50	Bill Credit		
				Imaging Equipment	15% up to \$50	Bill Credit		
				Other (Power Strips)	25% up to \$25	Rebate		
				Battery Chargers	15% up to \$50	Bill Credit		
				Telephone	15% up to \$50	Bill Credit		
VT	Efficiency Vermont	\$250K - \$1 Million	All Vermont Electric Rate Payers (approx. 360K)	TVs	\$3-\$8	Manufacturer, Retailer, Other Mid-stream Incentive	9/1/2015	6/30/2016
				Computers	\$3	Manufacturer, Retailer, Other Mid-stream Incentive	9/1/2015	3/1/2016
				Monitors	\$3-\$5	Manufacturer, Retailer, Other Mid-stream Incentive	9/1/2015	6/30/2016
			Commercial	Enterprise Servers	\$20	Manufacturer, Retailer, Other Mid-stream Incentive	9/1/2015	6/30/2016
WI	Vernon Electric Cooperative	Less than \$50K	10K (Residential)	TVs	\$25	Bill Credit	1/1/2016	12/31/2016
				Monitors	\$25	Bill Credit		
WY	Black Hills Energy	Less than \$50K	40K (Residential)	Other (Power Strips)	\$10	Rebate	1/1/2016	12/31/2016

Footnotes: Umbrella Organizations

1. The Bonneville Power Administration (BPA) is a federal nonprofit agency based in the Pacific Northwest. BPA markets wholesale electrical power from hydro-electric projects in the Columbia River Basin, a nuclear plant, and several other small nonfederal power plants. About one-third of the electric power used in the Northwest comes from BPA. For more information about customer utilities: <https://www.bpa.gov/news/pubs/GeneralPublications/gi-BPA-Facts.pdf>
2. MassSave represents the following utilities:
 - Cape Light Compact (CLC), Eversource, National Grid, and UNITIL
3. Efficiency United represents the following utilities:
 - Alpena Power Company, Baraga Electric Utility, Bayfield Electric Cooperative, The City of Crystal Falls Electric Department, Daggett Electric, The City of Dowagiac, , The City of Gladstone Department of Power & Light, The City of Harbor Springs Electric Department, City of Hillsdale – Board of Public Utilities, L’Anse Electric Utility, Negaunee Electric Department, The City of Norway Department of Power & Light, The City of South Haven, Upper Peninsula Power Company, We Energies, Wisconsin Public Service, and Xcel Energy

Partner Contact Directory

The table below provides additional information to help connect with energy efficiency program sponsors and find out more information about their incentive programs.

State	Utility	Contact Name	Email	Phone	Customer Hotline	Efficiency Program Web Address
AR	The Empire District Electric Company (AR)	Hackney, Nate	nhackney@empiredistrict.com	417-625-6519	800-206-2300	http://www.empiredistrict.com/EnergySolutions/Electric.aspx?electric=AR
CA	Pacific Gas and Electric Company	Fletcher, Derek	dmfm@pge.com	415-972-5412	<i>Not provided</i>	www.pge.com/businessrebates
CA	Riverside Public Utilities	Gleason, Ryan	rgleason@riversideca.gov	951-826-5669	800-685-2722	http://www.greenriverside.com/energy-star&zone=residential
IA	Alliant Energy	Darling, Anna	annadarling@alliantenergy.com	319-786-4542	866-255-4268	http://www.alliantenergy.com/SaveEnergyAndMoney/Rebates/BusIA/030566
ID	Bonneville Power Administration (BPA utilities)	Murphy, David E.	demurphy@bpa.gov	503-230-3542	<i>Not provided</i>	http://www.bpa.gov/EE/Sectors/Residential/Pages/default.aspx
IL	Ameren Illinois	Lovier, Nick	nlovier@ameren.com	309-677-5094	866-800-0747	http://www.actonenergy.com/business
IL	Illinois Department of Commerce and Economic Opportunity	Reiff, Andrea	Andrea.Reiff@illinois.gov	217-785-0164	800-214-7954	http://www.ilenergynow.org
MA	Mass Save (representing 4 member utilities)	Krasowsky, Daniel	daniel.krasowsky@lmco.com	508-460-0795	877-ESTAR 4 U (877-378-2748)	www.massave.com
MI	Coldwater Board of Public Utilities	Granger, Bob	bgranger@coldwater.org	517-279-6910	517-279-9531	http://www.coldwater.org/Content/documents/simply_efficient_residential_incentive_app_checkup.pdf
MI	DTE Energy	Cameron, Knox	Cameronk@dteenergy.com	313-235-4668	866-796-0512	http://dteenergy.com/saveenergy
MI	Efficiency United (representing 15 member electric utilities)	Garver, Brett	brett.garver@clearesult.com	517-99-2341	866-367-3191	http://www.encyciencyunited.com
MI	Holland Board of Public Works	Roberson, Deena	droberon@hollandbpw.com	616-355-1534	616-355-1500	https://www.hollandbpw.com/about-us/homerebates

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State	Utility	Contact Name	Email	Phone	Customer Hotline	Efficiency Program Web Address
MI	Lansing Board of Water & Light	Baumgartner, Andy	atb@lbwl.com	517-702-6795	800-573-3503	https://lbwl.com/uploadedFiles/MainSite/Content/Energy_Savers/Residential_Lighting_2016_application.pdf
MN	Rochester Public Utilities	Bierbaum, Dirk	dbierbaum@rpu.org	507-292-1225	507-280-1500	https://www.rpu.org/documents/16_ci_data_c_enter_equipment_app.pdf
MT	Bonneville Power Administration (BPA utilities)	Murphy, David E.	demurphy@bpa.gov	503-230-3542	<i>Not provided</i>	http://www.bpa.gov/EE/Sectors/Residential/Pages/default.aspx
NE	Nebraska Energy Office	Hauschild, Bruce	bruce.hauschild@nebraska.gov	402-269-2867	<i>Not provided</i>	http://www.neo.ne.gov/loan/index.html
NY	PSEG Long Island	Schwantner, Linda	Linda.schwantner@pseg.com	516-426-9772	877-654-5472	http://www.energyfederation.org/psegliny
OH	Efficiency Smart	Bentine, Corey	cbentine@efficiencysmart.org	614-468-4930	877-889-3777	http://www.efficiencysmart.org/for-your-home/efficient-product-rebates
OR	Bonneville Power Administration (BPA utilities)	Murphy, David E.	demurphy@bpa.gov	503-230-3542	<i>Not provided</i>	http://www.bpa.gov/EE/Sectors/Residential/Pages/default.aspx
RI	National Grid	Krasowsky, Daniel	daniel.krasowsky@lmco.com	508-460-0795	877-ESTAR 4 U (877-378-2748)	http://www.energyfederation.org/nationalgridri/advanced-power-strips.html
RI	Pascoag Utility District	Round, Harle	hround@pud-ri.org	401-568-6222	<i>Not provided</i>	http://www.pud-ri.org/conservation/energy-star-rebates/office-equipment-home-electronics
VT	Efficiency Vermont	Bonn, Laura	lbonn@veic.org	802-860-4095 ext.1343	888-921-5990	www.efficiencyvermont.com
WA	Bonneville Power Administration (BPA utilities)	Murphy, David E.	demurphy@bpa.gov	503-230-3542	<i>Not provided</i>	http://www.bpa.gov/EE/Sectors/Residential/Pages/default.aspx
WI	Vernon Electric Cooperative	Maxwell, Dave	dmaxwell@vernonelectric.org	<i>Not provided</i>	<i>Not provided</i>	http://www.vernonelectric.org
WY	Black Hills Energy	Stoinski, Alan	alan.stoinski@blackhillscorp.com	(307) 778-2134	(888) 454-3312	http://www.blackhillsenergy.com/node/19367