

ENERGY STAR® SUMMARY OF CONSUMER ELECTRONICS PROGRAMS

The simple
choice for
energy
efficiency.



SEPTEMBER 2015 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 2015-2016 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 does not represent all promotions and incentives available across the country. The information in this Program Summary is current as of July 27, 2015; 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 appliance programs across the United States.
3. **Programs Information** – A summary table of current appliance 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.

Table of Contents

Executive Summary	2
Consumer Electronics Program Budget Map	3
National Consumers Electronics Promotion Charts and Graphs	4
Consumer Electronics Program Information	7
Partner Contact Directory	11

Executive Summary

The 2015 ENERGY STAR Summary of Consumer Electronics Programs presents information submitted by 24 energy efficiency program sponsors from across the United States, including 4 “umbrella organizations” and statewide programs running promotions on behalf of or in conjunction with 31 cooperative or municipal utilities and investor-owned utilities. Partners have provided information on 91 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 increase granularity of data collected beginning in 2014, partners were given additional options for budget buckets. 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 2011, based on the midpoint calculation, consumer electronics programs were funded at about \$68 million. In 2012, that number increased to about \$70 million and in 2013 the national total was just over \$63 million. In 2014, the national budget was about \$74 million. In 2015, using the same budget assumptions as in 2014, the total national budget was just over \$70 million. The 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 2015 range from \$3 for mid-stream monitor promotions to \$50 for several product categories. The average incentive for televisions increased from 2014 to 2015: from \$33.46 to \$35.10, and increase of 5%. Incentives for the rest of the major product categories declined or stayed the same. The average for advanced power strips, not covered by an ENERGY STAR specification, decreased substantially from \$16 in 2014 to \$13.21 in 2015. See [“Average Promotion Amount for ENERGY STAR Consumer Electronics Products 2011-2015”](#) on page 5 for more details on average incentive values.

Promotions by Product – In 2015, television promotions decreased slightly from 46% in 2014 to 39% in 2015. Computers increased from 15% in 2014 to 19% in 2015. Monitors increased slightly (one percentage point). Products outside the scope of ENERGY STAR, including advanced power strips, continue to play a role, comprising 15% of total incentives in 2015. See [“2015 ENERGY STAR Consumer Electronics Promotions by Product Type”](#) on page 5 and [“ENERGY STAR Consumer Electronics Promotions by Product Type 2011-2015”](#) on page 6 for more details.

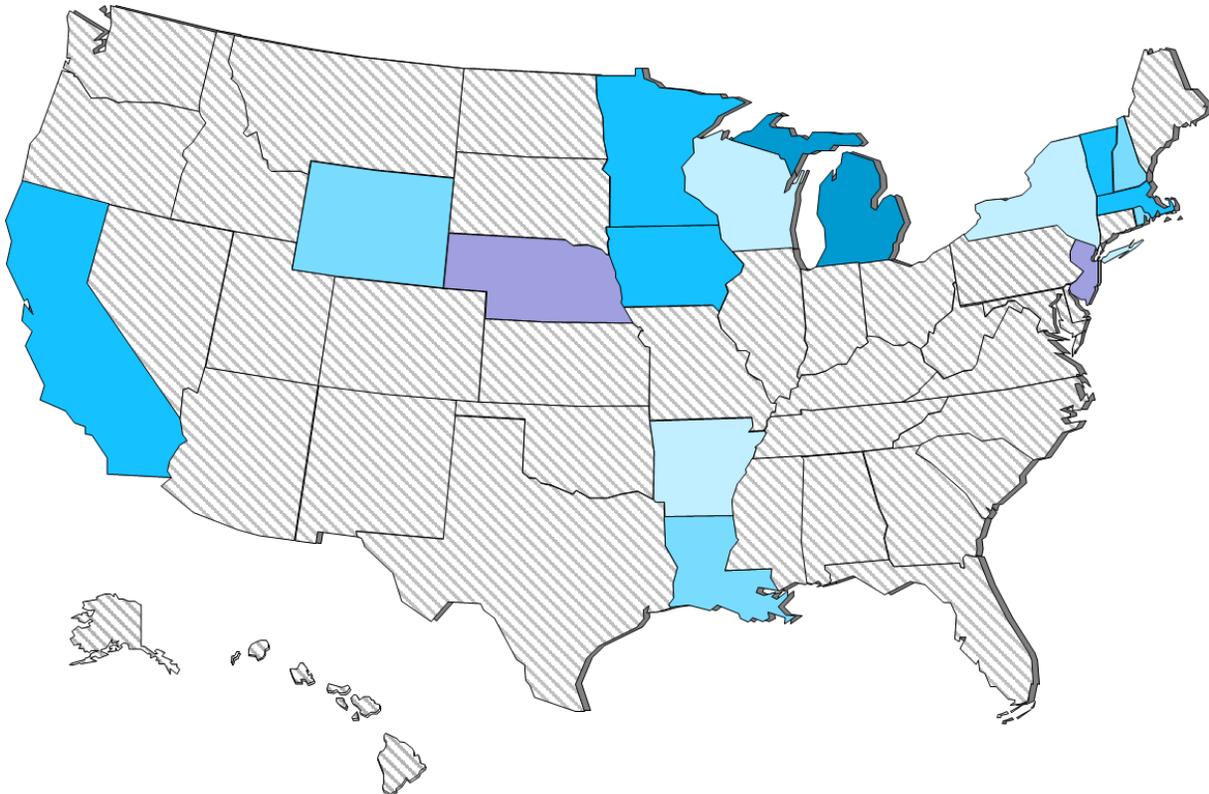
Promotions by Type – Over 55% of promotions feature mail-in rebates, an increase of 2 percentage points over 2014. Twenty-seven percent (27%) of existing promotions are conducted with retailer or manufacturer mid-stream incentives, reflecting a significant downward trend in this promotion model (60% in 2011, 43% in 2012, and 39% in 2013, and 31% in 2014). See [“2015 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 47 (2014 = 57). The Northeast follows with 36, while West, Southwest, and Southeast program sponsors offer 3, 3, and 2 promotions, respectively. There are no programs offered in the Mid-Atlantic region. Over the past couple of years, the West has experienced a significant decrease in promotions, falling from 30 promotions in 2011 to 27 in 2012, 11 in 2014, and only 3 in 2015. See [“2015 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 2015 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.

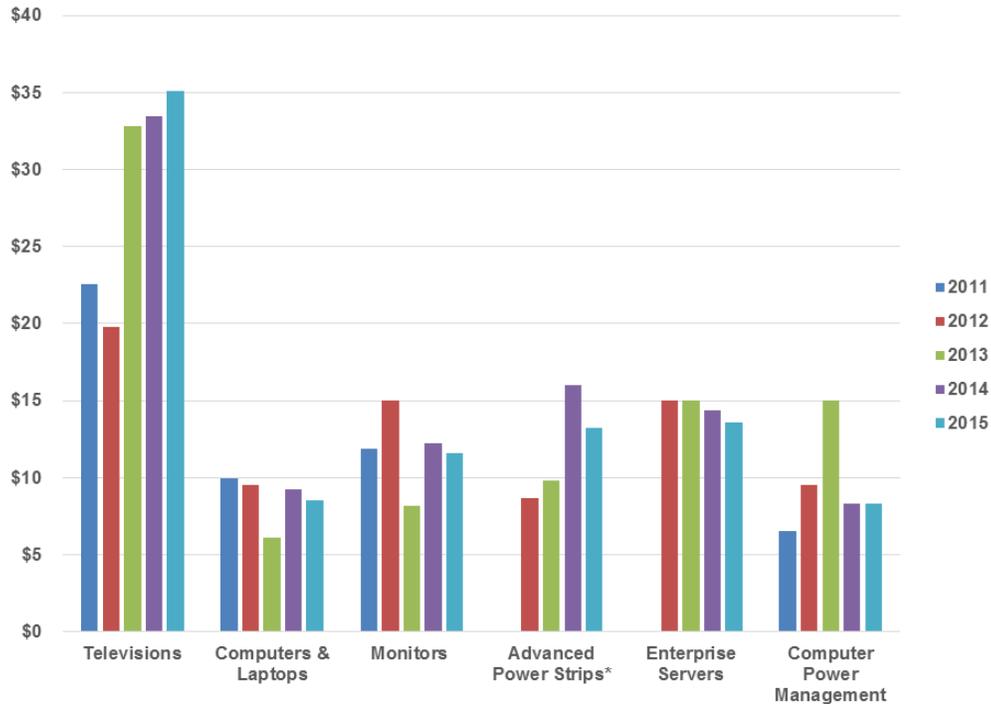


NOTE: The Nebraska Energy Office maintains a substantial revolving loan fund, which can be used for consumer electronic and/or other energy efficiency measures.

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%.

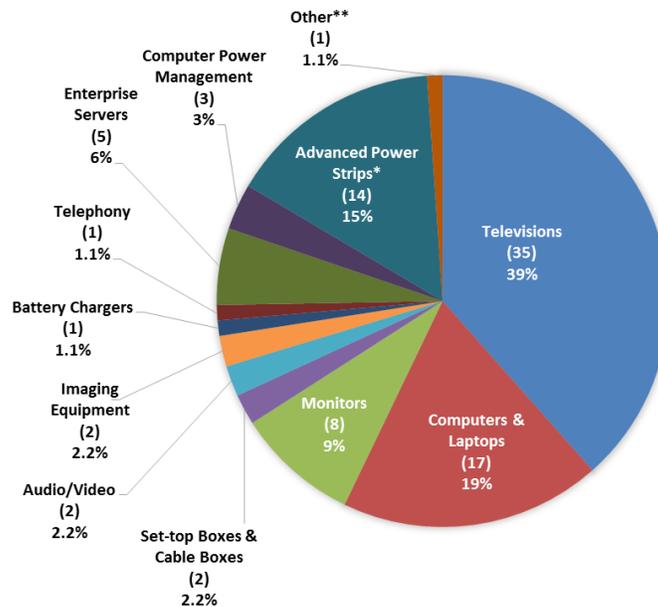
Average Promotion Amount for ENERGY STAR Consumer Electronics 2011-2015



* 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.

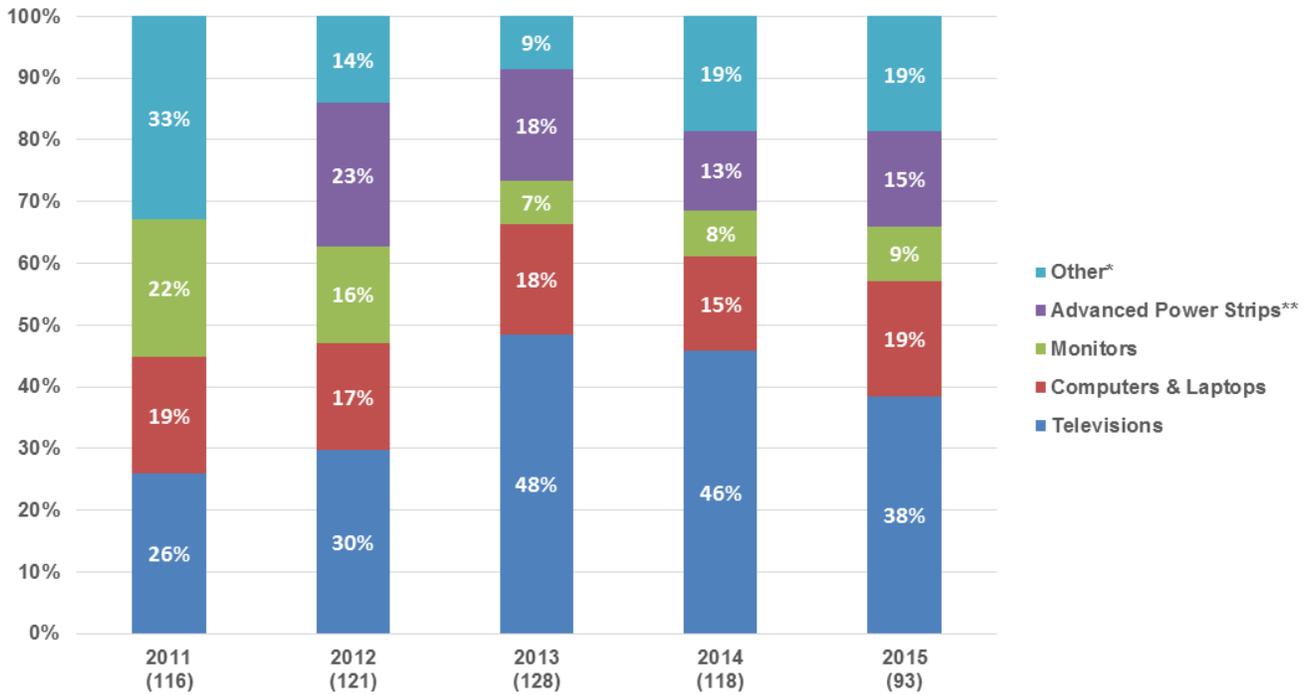
2015 ENERGY STAR Consumer Electronics Promotions by Product Type (Totals listed in parentheses)



* 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 2011-2015
(Annual totals listed in parentheses)

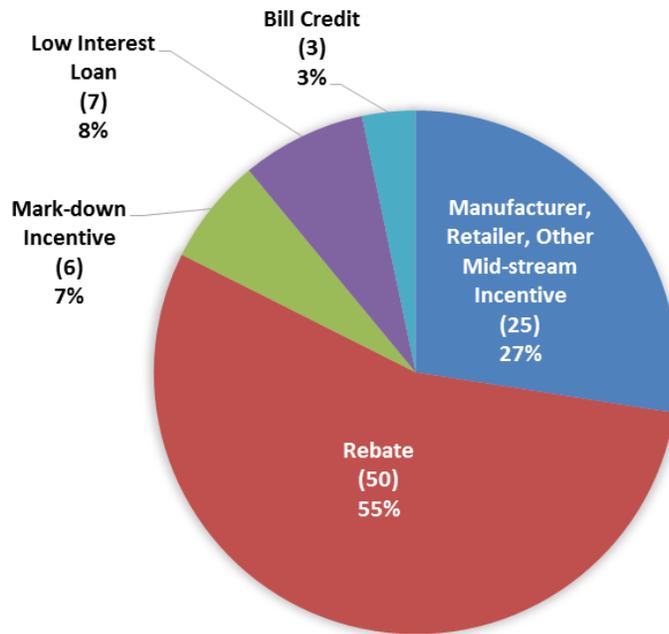


* The "Other" category is comprised of Set-top Boxes & Cable Boxes, Audio/Video, Imaging Equipment, Battery Chargers, Telephony, Computer Power Management, and Enterprise Servers. See the ["Consumer Electronics Program Information"](#) for individual partner details.

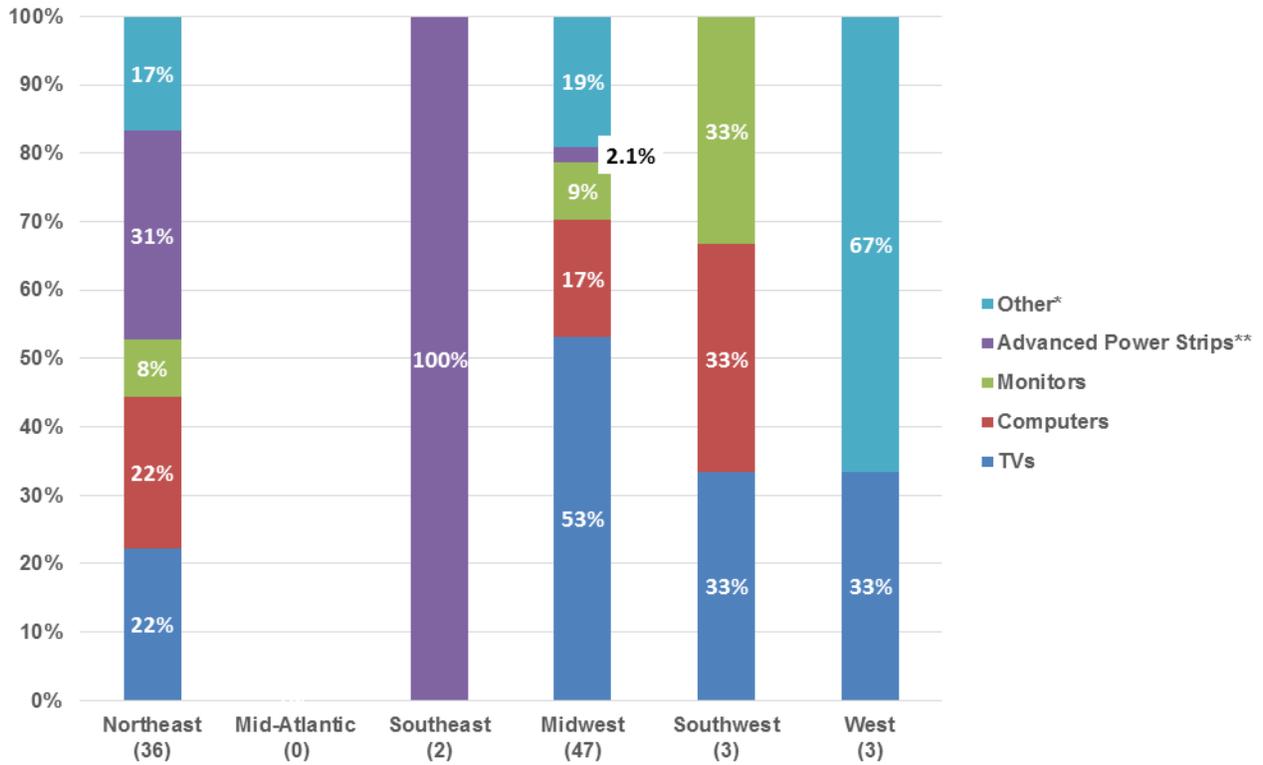
** Advanced Power Strips are not ENERGY STAR products.

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

2015 ENERGY STAR Consumer Electronics Promotions by Incentive Type
(Totals listed in parentheses)



2015 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. In some cases, energy efficiency program sponsors have indicated which partner types they are most interested in working with, but may also be open to working with different partner types. 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	COLLABORATE WITH OTHERS?	START DATE	END DATE
AR	The Empire District Electric Company	Less than \$50K	4.4K (Residential & Commercial)	Other (Power Strips)	\$15	Rebate	Not provided	1/1/2012	12/31/2015
CA	Pacific Gas and Electric Company	Not provided	780K (Commercial)	Other (Computer Power Management)	\$15	Rebate	Not provided	1/1/2013	12/31/2015
				Other (Plug Load Occupancy Sensors)	\$15	Rebate			
CA	Riverside Public Utilities	\$250K - \$1 Million	105K (Commercial & Residential)	TVs	\$150	Rebate	Not provided	1/1/2015	12/31/2015
IA	Alliant Energy	\$250K - \$1 Million	Commercial	Computers & Laptops	\$5-\$10	Rebate	Not provided	1/1/2014	12/31/2018
				Enterprise Servers	\$10	Rebate			
				Other (Power Management)	\$6	Rebate			
LA	Entergy New Orleans	\$50K - \$250K	160K (Residential)	Other (Power Strips)	\$15	Rebate	Not provided	4/1/2011	12/31/2015
MA	MassSave ¹ (Representing 5 utilities)	\$250K - \$1 Million	2.34 Million	TVs	\$10 - \$30	Manufacturer, Retailer, Other Mid-stream Incentive	Not provided		Ongoing
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other (Power Strips)	\$14	Manufacturer, Retailer, Other Mid-stream Incentive			
MI	Bay City Electric Light & Power	Less than \$50K	22K	TVs	\$15-\$50	Rebate	Retailers & Manufacturers	1/1/2014	12/31/2015
				Computers	\$10	Bill Credit			
MI	Coldwater Board of Public Utilities	Less than \$50K	6K (Residential)	TVs	\$25-\$50	Rebate	Other types of partners	1/1/2014	12/31/2015

ENERGY STAR® Summary of Consumer Electronics Programs – September 2015

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	COLLABORATE WITH OTHERS?	START DATE	END DATE
				Computers & Laptops	\$15	Rebate			
MI	DTE Energy	\$250K - \$1 Million	2.2 Million	TVs	\$5-\$25	Manufacturer, Retailer, Other Mid-stream Incentive	Not provided	8/1/2010	12/31/2015
				Computers	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Monitors	\$5	Manufacturer, Retailer, Other Mid-stream Incentive			
MI	Efficiency United ² (Representing 18 utilities)	\$250K - \$1 Million	5K (Residential)	TVs	\$25-\$50	Rebate	Retailers & Manufacturers	1/1/2014	12/31/2015
MI	Holland Board of Public Works	Less than \$50K	25K (Residential)	Computers	\$15	Rebate	Other types of partners	1/1/2014	12/31/2015
				TVs	\$30	Rebate			
				Monitors	\$15	Rebate			
				Other (Surge Protectors)	\$10	Rebate			
MI	Lansing Board of Water & Light	Less than \$50K	83K	TVs	\$25-\$50	Rebate	Not provided	1/1/2015	12/31/2015
MN	Alliant Energy	\$250K - \$1 Million	Commercial	Computers & Laptops	\$5	Rebate	Not provided	1/1/2013	12/31/2015
				Enterprise Servers	\$15	Rebate			
				Other (Power Management)	\$4	Rebate			
MN	Rochester Public Utilities	Less than \$50K	Commercial	Computers	\$5	Rebate	Not provided	1/1/2015	3/31/2015
				Enterprise Servers	\$15	Rebate			
NE	Nebraska Energy Office	\$50 million or greater	All Nebraska Residents	TVs	Varies	Low Interest Loan	Not provided	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			
				Telephony	Varies	Low Interest Loan			
NH	New Hampshire Saves ³	\$50K - \$250K	585,000 (Residential)	Other (Power Strips)	\$10	Mark-down Incentive	Not provided	1/1/2014	12/31/2015

ENERGY STAR® Summary of Consumer Electronics Programs – September 2015

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	COLLABORATE WITH OTHERS?	START DATE	END DATE
	<i>(Representing 4 utilities)</i>								
NJ	New Jersey Clean Energy ⁴ <i>(Representing 4 utilities)</i>	\$10 - \$20 Million	All New Jersey Residents	Set-top Boxes & Cable Boxes	Not provided	Mark-down Incentive	Not provided	7/1/2014	6/30/2015
NY	PSEG Long Island	Less than \$50K	Residential Population on Long Island	Other - Power Strips	\$10	Mark-down Incentive	Not provided	1/1/2014	12/31/2015
RI	National Grid	\$50K - \$250K	465,000 (Residential)	TVs	\$10 - \$30	Manufacturer, Retailer, Other Mid-stream Incentive	Not provided	1/1/2015	12/31/2015
				Computers	5	Manufacturer, Retailer, Other Mid-stream Incentive			
				Other (Power Strips)	14	Manufacturer, Retailer, Other Mid-stream Incentive			
RI	Pascoag Utility District	Not provided	Residential	Computers & Laptops	15% up to \$50	Rebate	Not provided	1/1/2015	12/31/2015
				Computer Servers	15% up to \$50	Rebate			
				Audio/Video	15% up to \$50	Rebate			
				Displays	15% up to \$50	Rebate			
				Set-top Boxes & Cable Boxes	15% up to \$50	Rebate			
				Televisions	15% up to \$50	Rebate			
				Imaging Equipment	15% up to \$50	Rebate			
				Other (Power Strips)	15% up to \$50	Rebate			
VT	Burlington Electric Department	Not provided	20,000 (Commercial & Residential)	TVs	\$4-\$12	Manufacturer, Retailer, Other Mid-stream Incentive	Not provided	1/1/2014	12/31/2014
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Monitors	\$3	Manufacturer, Retailer, Other Mid-stream Incentive			

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT	INCENTIVE TYPE	COLLABORATE WITH OTHERS?	START DATE	END DATE
VT	Efficiency Vermont	\$250K - \$1 Million	All Vermont Electric Rate Payers (Approx. 360,000)	TVs	\$4-\$12	Manufacturer, Retailer, Other Mid-stream Incentive	Not provided	4/1/2014	12/31/2014
				Computers	\$7	Manufacturer, Retailer, Other Mid-stream Incentive			
				Monitors	\$3	Manufacturer, Retailer, Other Mid-stream Incentive			
			Commercial	Enterprise Servers	\$3	Manufacturer, Retailer, Other Mid-stream Incentive			
WI	Vernon Electric Cooperative	Less than \$50K	10K (Residential)	TVs	\$25	Bill Credit	Not at this time	1/1/2015	12/31/2015
				Monitors	\$25	Bill Credit			
WY	Rocky Mountain Power, Inc.	\$50K - \$250K	133,000 (Residential)	TVs	\$50	Rebate	Retailers & Manufacturers	Ongoing	
				Computers	\$10	Rebate			
				Monitors	\$5	Rebate			

Footnotes: Umbrella Organizations

- MassSave represents the following utilities:
 - Cape Light Compact (CLC), Eversource (MA)/NSTAR, Eversource (MA)/ Western Massachusetts Electric Company (WMECO), National Grid, and UNITIL
- 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, Indiana Michigan Power, 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
- New Hampshire Saves represents the following utilities:
 - Eversource (NH), Liberty Utilities, New Hampshire Electric Cooperative, and UNITIL
- New Jersey Clean Energy represents the following utilities:
 - Atlantic City Electric, Jersey Central Power & Light (a FirstEnergy Utility), PSE&G, and Rockland Electric Company

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	Hackney, Nick	nhackney@empiredistrict.com	417-625-6519	<i>Not provided</i>	www.empiredistrict.com/energysolutions
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	MacLaren, Jackie	jackiemaclaren@alliantenergy.com	319-786-4350	866-255-4268	http://www.alliantenergy.com/rebates
LA	Entergy New Orleans	Mills, Derek	dmills@entergy.com	504-670-3527	866-721-0249	www.energysmartnola.info
MA	MassSave	Krasowsky, Daniel	daniel.krasowsky@lmco.com	508-460-0795	877-378-2748	www.massave.com
MI	Bay City Electric Light & Power	Eory, Paul	peory@baycitymi.org	989-894-8349	989-894-8350	http://www.baycityenergysmart.org
MI	Coldwater Board of Public Utilities	Granger, Bob	bgranger@coldwater.org	517-279-6910	517-279-9531	http://www.coldwater.org
MI	DTE Energy	Cameron, Knox	cameronk@dteenergy.com	313-235-4668	866-796-0512	http://dteenergy.com/saveenergy
MI	Efficiency United)	Garver, Brett	brett.garver@clearesult.com	517-99-2341	866-367-3191	http://www.encyunity.com
MI	Holland Board of Public Works	Roberson, Deena	droberon@hollandbpw.com	616-355-1534	616-355-1500	http://www.hollandbpw.com
MI	Lansing Board of Water & Light	Baumgartner, Andy	atb@lbwl.com	517-702-6795	800-573-3503	http://www.lbwl.com/energysavers
MN	Alliant Energy	MacLaren, Jackie	jackiemaclaren@alliantenergy.com	319-786-4350	866-255-4268	http://www.alliantenergy.com/rebates

ENERGY STAR® Summary of Consumer Electronics Programs – September 2015

State	Utility	Contact Name	Email	Phone	Customer Hotline	Efficiency Program Web Address
MN	Rochester Public Utilities	Bierbaum, Dirk	dbierbaum@rpu.org	507-292-1225	507-280-1500	http://www.rpu.org
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
NH	New Hampshire Saves Program	Peters, Katherine (Eversource NH)	katherine.peters@eversource.com	603-634-3112	877-366-3749	www.nhsaves.com
		Curran, Peggy (Liberty Utilities)	margaret.curran@libertyutilities.com	603-216-3530		
		Corbeil, Patti (New Hampshire Electric Cooperative, Inc.)	corbeilp@nhec.com	603-536-8637		
		Stephenson, Benjamin (Unitil)	stephenson@unitil.com	603-294-5126		
NJ	New Jersey Clean Energy Program	Burke, Kevin	kevin.burke2@honeywell.com	<i>Not provided</i>	866-NJSMART	www.njcleanenergy.com
NY	PSEG Long Island	Schwanter, Linda	linda.schwantner@pseg.com	631-844-3845	877-654-5472	www.psegliny.com/efficiency
RI	National Grid	Krasowsky, Daniel	daniel.krasowsky@lmco.com	508-460-0795	877-886-2539	www.powerofaction.com/ri
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	Burlington Electric Department	Burns, Chris	cburns@burlingtonelectric.com	802-865-7337	<i>Not provided</i>	www.burlingtonelectric.com
VT	Efficiency Vermont	Bonn, Laura	lbonn@veic.org	802-860-4095 ext. 1343	888-921-5990	www.encyvermont.com
WI	Vernon Electric Cooperative	Maxwell, Dave	dmaxwell@vernonelectric.org	<i>Not provided</i>	<i>Not provided</i>	http://www.vernonelectric.org
WY	Rocky Mountain Power, Inc.	Kramer, Jessica	jkramer@peci.org	503-595-4435	800-942-0266	http://homeenergysavings.net/homeowner/category/home-electronics/in/wyoming/flat-panel-televisions