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

SEPTEMBER 2010

The U.S. Environmental Protection Agency is pleased to provide the first edition of the **ENERGY STAR Summary of Consumer Electronics Programs**. The Summary provides an overview of a variety of programs offered by utilities and other energy efficiency program sponsors 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, cordless phones, external power adapters, and/or digital to analog converter boxes. The Summary describes current program offerings in 2010 and expected programs in 2011 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. **Program Map** – Overview of program types for consumer electronics programs across the country.
2. **Consumer Electronics Programs at a Glance** – A summary table of current consumer electronics programs organized by state.
3. **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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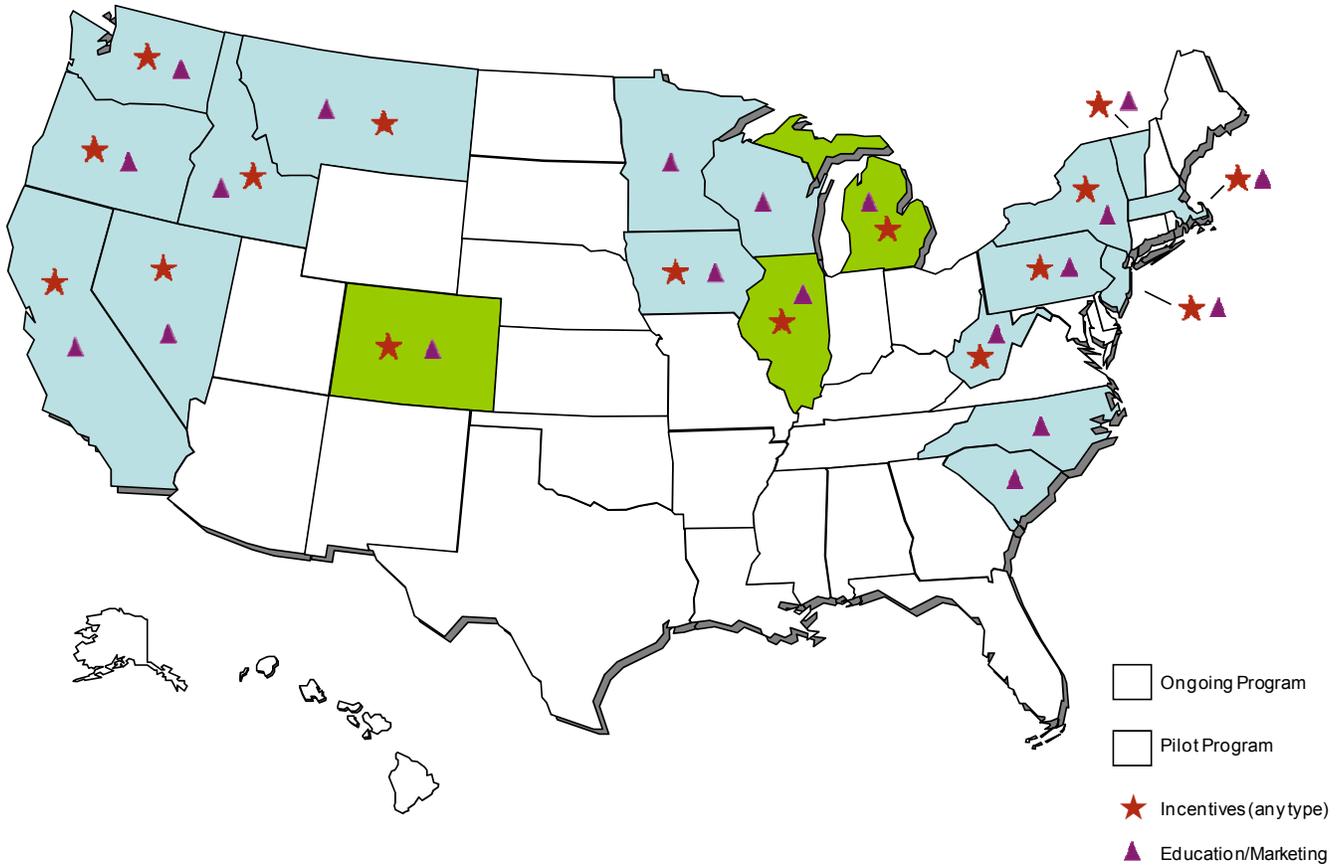
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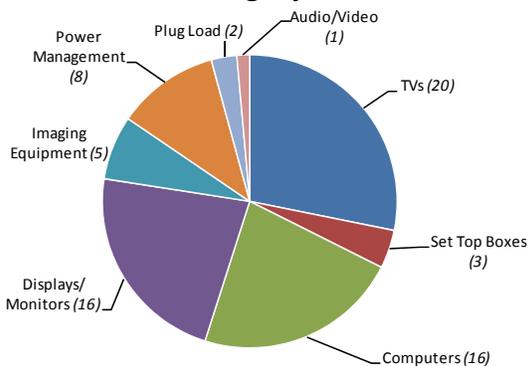
Program Map

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

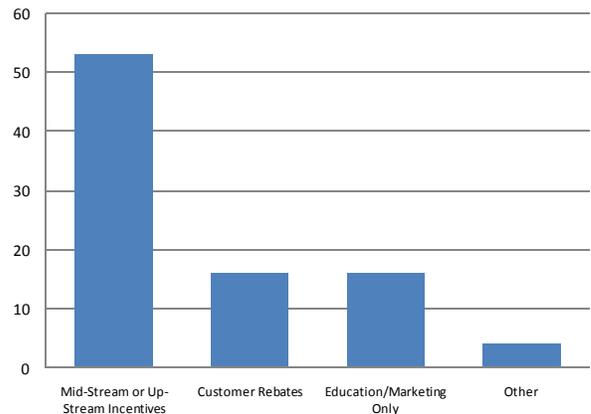


National Program Graphs

Current or Planned Incentives for ENERGY STAR Products By Category



Current and Planned ENERGY STAR Product Promotions by Type



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. The table is organized by state. Please see the individual sponsors' entries in the next section for more details

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT (\$, %, etc.)	INCENTIVE TYPE (rebate, mid-stream, etc.)	MARKETING	EDUCATION AND OUTREACH	OTHER
CA	Pacific Gas and Electric Company (PG&E)	3 year budget of approx. \$30 million	6 million residential and business customers (87% residential and 13% non-residential)	TVs	\$10–\$25	Up-Stream, Mid-Stream	√	√	
				Computers	\$7	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	\$6.50	Up-Stream, Mid-Stream	√	√	
				Imaging Equipment	\$5	Up-Stream, Mid-Stream	√	√	
				Power Management	<i>Not stated</i>	Rebate			√
				Plug Load	<i>Not stated</i>	Rebate			√
CA	Sacramento Municipal Utility District (SMUD)	<i>Not stated</i>	595,648 electrical customers	TVs	\$10–\$25	Up-Stream, Mid-Stream	√	√	
				Computers	\$7	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	\$6.50	Up-Stream, Mid-Stream	√	√	
CA	Southern California Edison (SCE)	~\$3.6 million annually	Manufacturers and Retailers in Southern California Region	TVs	\$20	Up-Stream, Mid-Stream	√	√	
				Computers	\$8.35	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	\$7.50	Up-Stream, Mid-Stream	√	√	
CA	San Diego Gas & Electric (SDG&E)	<i>Not stated</i>	1.4 million business and residential customers	TVs	\$10–\$25	Up-Stream, Mid-Stream	√	√	
				Computers	\$7	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	\$6.50	Up-Stream, Mid-Stream	√	√	
CA, NV	NV Energy	\$4.3M (2010–2013)	Business and Residential Customers	TVs	TBD	Up-Stream, Mid-Stream	√	√	
				Computers	TBD	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	TBD	Up-Stream, Mid-Stream	√	√	
				Imaging Equipment	TBD	Up-Stream, Mid-Stream	√	√	
CO	Xcel	\$2.7 million	1.3 million electric customers	TVs	\$20–\$25	Mid-Stream	√	√	√
IA	Central Iowa Power Cooperative (CIPCO)	<i>Not stated</i>	<i>Not stated</i>	TVs	\$40–\$50	Rebate	√	√	√
IL	Commonwealth Edison (ComEd)	<i>Not stated</i>	<i>Not stated</i>	TVs	\$15	Mid-Stream/	√	√	
				Power Management	N/A			√	

ENERGY STAR Summary of Consumer Electronics Programs – September 2010

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT (\$, %, etc.)	INCENTIVE TYPE (rebate, mid-stream, etc.)	MARKETING	EDUCATION AND OUTREACH	OTHER
MA	Cape Light Compact	Not stated	Residential Customers on Cape Cod and Martha's Vineyard	TVs	Not stated	Up-Stream, Mid-Stream	√	√	√
				Computers	\$10	Rebate	√	√	√
				Displays (Monitors)	\$20	Rebate	√	√	√
				Power Management	Not stated	Up-Stream, Mid-Stream	√	√	√
MA	National Grid	Not stated	168 communities throughout Massachusetts	TVs	Not stated	Up-Stream, Mid-Stream	√	√	√
				Computers	\$10	Rebate	√	√	√
				Displays (Monitors)	\$20	Rebate	√	√	√
				Power Management	Not stated	Up-Stream, Mid-Stream	√	√	√
MA	NSTAR	Not stated	81 communities throughout Massachusetts	TVs	Not stated	Up-Stream, Mid-Stream	√	√	√
				Computers	\$10	Rebate	√	√	√
				Displays (Monitors)	\$20	Rebate	√	√	√
				Power Management	Not stated	Up-Stream, Mid-Stream	√	√	√
MA	UNITIL	Not stated	4 communities throughout Massachusetts	TVs	Not stated	Up-Stream, Mid-Stream	√	√	√
				Computers	\$10	Rebate	√	√	√
				Displays (Monitors)	\$20	Rebate	√	√	√
				Power Management	Not stated	Up-Stream, Mid-Stream	√	√	√
MA	Western Mass Electric Company (WMECO)	\$200,000 (electronics and appliances)	Over 200,000 customers in western Massachusetts	TVs	Not stated	Up-Stream, Mid-Stream	√	√	√
				Computers	\$10	Rebate	√	√	√
				Displays (Monitors)	\$20	Rebate	√	√	√
				Power Management	Not stated	Up-Stream, Mid-Stream	√	√	√
MI	DTE Energy	\$500,000	Retailers/ Residential Customers	TVs	\$17	Mid-Stream	√	√	
				Computers	\$5	Mid-Stream	√	√	
				Displays (Monitors)	\$5	Mid-Stream	√	√	
MN	Southern Minnesota Municipal Power Agency (SMPA)	Not stated	Not stated	General	N/A		√	√	
NJ	NJ Clean Energy*	Not stated	New Jersey residents	Set-top Boxes & Cable Boxes	TBD	Mid-Stream	√	√	√
NY	Long Island Power Authority (LIPA)	\$205,000 (Tentative)	Residential population on Long Island	TVs	\$10	Mid-Stream	√	√	√
				STBs (tentative)	TBD	TBD	√	√	√

ENERGY STAR Summary of Consumer Electronics Programs – September 2010

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT (\$, %, etc.)	INCENTIVE TYPE (rebate, mid-stream, etc.)	MARKETING	EDUCATION AND OUTREACH	OTHER
NY	New York State Energy Research and Development Authority (NYSERDA)	\$2 million	6 million residential households	Televisions	N/A		√	√	√
				Set-top Boxes & Cable Boxes	TBD	Not stated	√	√	√
				Audio/Video	N/A		√	√	√
				Computers	N/A		√	√	√
				Displays (Monitors)	N/A		√	√	√
				Imaging Equipment	N/A		√	√	√
				Power Management	TBD	Up-Stream, Mid-Stream	√	√	√
				Plug Load	TBD	Up-Stream, Mid-Stream	√	√	√
NC	Carteret-Craven Electric Coop (CCEC)	\$3,500	Not stated	Power Management	N/A		√	√	√
				Plug Load	N/A		√	√	√
PA	Pennsylvania Power & Light (PPL)	Not stated	All PPL Electric Utilities customers.	Computers	\$3	Rebate	√	√	√
				Displays (Monitors)	\$3	Rebate	√	√	√
				Imaging Equipment	\$3-\$45	Rebate	√	√	√
SC	South Carolina Energy Office	Not stated	Residential population, state agency employees	General	N/A		√	√	
VT	Efficiency Vermont	\$900,000	All Vermont Electric Rate Payers (approx. 305,000)	TVs	\$10-\$25	Mid-Stream	√	√	√
				Computers	\$7	Mid-Stream	√	√	√
				Displays (Monitors)	\$7	Mid-Stream	√	√	√
				Power Management	\$7	Mid-Stream	√	√	√
WA	Puget Sound Energy	Not stated	1 million residential electric customers	TVs	Not stated	Up-Stream, Mid-Stream	√	√	
				Computers	Not stated	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	Not stated	Up-Stream, Mid-Stream	√	√	
WA	Seattle City Light	Not stated	750,000	TVs	Not stated	Up-Stream, Mid-Stream	√	√	
				Computers	Not stated	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	Not stated	Up-Stream, Mid-Stream	√	√	
				Imaging Equipment	Not stated	Up-Stream, Mid-Stream			

STATE	PARTNER NAME	PROGRAM BUDGET	TARGET POPULATION	PRODUCTS	INCENTIVE AMOUNT (\$, %, etc.)	INCENTIVE TYPE (rebate, mid-stream, etc.)	MARKETING	EDUCATION AND OUTREACH	OTHER
WA, OR, ID, MT	Northwest Energy Efficiency Alliance	Not stated	Residential customers of 130 utilities; over 12 million people	TVs	Not stated	Up-Stream, Mid-Stream	√	√	
				Computers	Not stated	Up-Stream, Mid-Stream	√	√	
				Displays (Monitors)	Not stated	Mid-Stream	√	√	
				Imaging Equipment	Not stated	Up-Stream, Mid-Stream			
WV	West Virginia Department of Environmental Protection (WVDEP)	\$170,000	Population of West Virginia	TVs	N/A	Other		√	√
				Audio/Video	N/A	Other		√	√
				Computers	N/A	Other		√	√
				Displays (Monitors)	N/A	Other		√	√
WI	Focus on Energy (FOE)	Not stated	Homeowners	General	N/A			√	
				Power Management	N/A			√	
				Plug Load	N/A			√	

* Information obtained from the Consortium for Energy Efficiency, "Consumer Electronics Efficiency Program Summary", updated June 9, 2010. Available at:

http://www.cee1.org/files/CEE_ConsumerElectronics_ProgramSummary_June2010.xls.

Program Details

All rebates are for ENERGY STAR qualified products unless otherwise specified.

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Pacific Gas and Electric Company Sarah Bresko 415-973-0904 S3B3@pge.com</p> <p>Web site: http://www.pge.com/myhome/saveenergymoney/eebuyersguides/bce/index.shtml</p>	<p>Program Budget: Three year budget of approximately \$30 million Target Population: Residential and business customers Program Duration: 1/1/10–12/31/11 Product and Program Details: PG&E coordinates the Business and Consumer Electronics (BCE) Program with the Northwest Energy Efficiency Alliance (NEEA) and the Sacramento Municipal Utility District (SMUD). PG&E, NEEA and SMUD incent retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Mid-stream and up-stream incentives: <u>TVs:</u> \$10/ unit (ENERGY STAR 4.1); \$25/unit (ENERGY STAR 5.1) <u>Computers:</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>2011 Planned Additions for Business Customers: Laptop computers Multi-function devices</p> <p>Customer incentives: <u>Plug Load and Computer Power Management:</u> <i>incentive amount not stated</i></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 and Plug Load programs support 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. Both the Computer Power Management and Plug Load programs leverage 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 Paula Robertson 916-732-5429 Probert@smud.org Web site: www.smud.org/en/savetoday</p>	<p>Program Budget: <i>Not stated</i> Target Population: 595,648 electrical customers in Sacramento and a small portion of Placer County Program Duration: Through 12/31/10 Product and Program Details: PG&E coordinates the BCE Program with NEEA and SMUD. PG&E, NEEA and SMUD incent retailers, manufacturers and distributors to increase the stocking, promotion and sale of energy-efficient electronics.</p> <p>Mid-stream and up-stream incentives: <u>TVs:</u> \$10/ unit (ENERGY STAR 4.1); \$25/unit (ENERGY STAR 5.1) <u>Computers:</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$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>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Southern California Edison Kristina Wong 626-633-3075 Kristina.Wong@sce.com</p> <p>Web site: www.sce.com</p>	<p>Program Budget: ~\$3.6 million annually Target Population: Manufacturers and Retailers in Southern California Region Program Duration: 1/1/10 –12/31/12 Program Goal: 2010 Energy Savings Goal: 16 GWh 2010 Demand Reduction Goal: 1.6 MW Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> \$20/ unit <u>Computers:</u> \$8.35/unit <u>Displays (Monitors):</u> \$7.50/unit</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>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>San Diego Gas & Electric Shannon Monroe 858-654-6401 SMonroe2@semprautilities.com</p> <p>Web site: www.sdge.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: 1.4 million business and residential accounts Program Duration: Through 12/31/10 Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> \$10/ unit (ENERGY STAR 4.1); \$25/unit (ENERGY STAR 5.1) <u>Computers:</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$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 Associate 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, NV	<p>NV Energy Adam Grant 702-402-2183 agrant@nvenergy.com</p> <p>Program Contact: Luther Kopf 510-482-4420 x230 lkopf@energy-solution.com</p> <p>Web site: www.bceincentives.com</p>	<p>Program Budget: Total funding is \$4.3M (2010–2013); first year funding is \$0.45M (August–December 2010) Target Population: Business and Residential Customers Program Duration: Current cycle - 8/1/10–12/31/11 Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> TBD <u>Desktops:</u> TBD <u>Displays (Monitors):</u> TBD <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, Wal-Mart, 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>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CO	<p>Xcel Energy Kim Sherman 612-337-2360 Kim.sherman@xcelenergy.com</p>	<p>Program Budget: \$2.7 million Target Population: 1.3 million electric customers in Colorado Program Duration: Through 2010 Program Goal: 2.7 GWh Product and Program Details: Partners with large retail chains in Colorado and offering Mid-stream incentives of: TVs: (Two Tiers) \$20 & \$25</p> <p>Other Activities: In support of its TV promotion, Xcel has also developed marketing, POP, merchandising, and employee sales training.</p>
IA	<p>Central Iowa Power Cooperative <i>On behalf of its 15 member Co-ops</i> Claudia Smith 319-366-4512, ext. 330 claudia.smith@cipco.net Web site: http://www.cipco.net/</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential customers Program Duration: Ongoing Product and Program Details: Customer rebates on certain ENERGY STAR qualified TVs TVs: \$40-\$50 (depending on the member co-op)</p>
IL	<p>Commonwealth Edison Alicia Forrester 630-576-6917 Alicia.Forrester@ComEd.com Jana Jones 630-576-6829 Jana.Jones@ComEd.com Web site: www.comed.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential customers Program Duration: 2010 Product and Program Details: Mid-stream incentives: TVs: \$15/ unit (CEE Tier 3 & Tier 4)</p> <p>(Pilot October 2009–January 2010) ComEd partnered with select Best Buy stores (14 locations) to increase the sale of energy-efficient TVs; focusing CEE Tier 3 and Tier 4 TVs. A \$15 mid-stream incentive was given for every Tier 3 and 4 TV (35 models) sold over and above a predetermined baseline. TV signs and shelf talkers identified the TVs as “high energy efficiency” models to the consumer.</p> <p>Other Activities: ComEd developed and sent an e-marketing message to encourage residential customers to activate computer power management settings using the ENERGY STAR EZWizard tool. Over the course of the year, ComEd encouraged schools to activate computer power management settings using the EZWizard tool and the ENERGY STAR savings calculator tool. Tied messages about consumer electronics and power management to the ENERGY STAR Pledge as part of the Change the World, Start with ENERGY STAR campaign.</p>

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
MA	<p>Cape Light Compact Program contact Michele D. Guerin, Lockheed Martin 508-460-0676 michele.d.guerin@lmco.com</p> <p>Web site: www.masssave.com or www.capelightcompact.org</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential Customers on Cape Cod and Martha's Vineyard, MA Program Duration: 01/01/10–12/31/10 Program Goal: To increase market share and unit sales of energy-efficient products Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i></p> <p>Residential customer incentives: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20</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>
MA	<p>National Grid Program contact Michele D. Guerin, Lockheed Martin 508-460-0676 michele.d.guerin@lmco.com</p> <p>Web site: www.masssave.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: 168 communities throughout Massachusetts Program Duration: 01/01/10–12/31/10 Program Goal: The goal of the residential consumer electronics program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified products and other energy-efficient products deemed cost-effective. Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i></p> <p>Residential customer incentives: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20</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>

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MA	<p>NSTAR Program contact Michele D. Guerin, Lockheed Martin 508-460-0676 michele.d.guerin@lmco.com</p> <p>Web site: www.masssave.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: 81 communities throughout Massachusetts Program Duration: 01/01/10–12/31/10 Program Goal: The goal of the residential consumer electronics program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified products and other energy-efficient products deemed cost-effective. Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i></p> <p>Residential customer incentives: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20</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>
MA	<p>UNITIL Program contact Michele D. Guerin, Lockheed Martin 508-460-0676 michele.d.guerin@lmco.com</p> <p>Web site: www.masssave.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: 4 communities throughout Massachusetts Program Duration: 01/01/10–12/31/10 Program Goal: The goal of the residential consumer electronics program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified products and other energy-efficient products deemed cost-effective. Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i></p> <p>Residential customer incentives: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20</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 Program contact Michele D. Guerin, Lockheed Martin 508-460-0676 michele.d.guerin@lmco.com</p> <p>Web site: www.masssave.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: Over 200,000 customers in western Massachusetts Program Duration: 01/01/10–12/31/10 Program Goal: The goal of the residential consumer electronics program is to increase market share and achieve kWh savings through unit sales of ENERGY STAR qualified products and other energy-efficient products deemed cost-effective. Savings goal: 63,180 kWh Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i></p> <p>Residential customer incentives: <u>Computers:</u> \$10 <u>Displays (Monitors):</u> \$20</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>
MI	<p>DTE Energy Denise Allard 313-235-9418 allardd@dteenergy.com</p> <p>Web site: www.YourEnergySavings.com or www.dteenergy.com</p>	<p>Program Budget: \$500,000 Target Population: Retailers and residential customers Program Duration: 08/01/10–12/31/10 Product and Program Details: Mid-stream incentives of: <u>TVs:</u> \$17.50 <u>Computers:</u> \$5 <u>Displays (Monitors):</u> \$5</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 web site promotion to increase demand from residential customers for ENERGY STAR qualified televisions, desktop computers, and monitors.</p>

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MN	<p>Southern Minnesota Municipal Power Agency <i>On behalf of 18 member utilities</i> Sandra K. Feehan 507-292-6421 sk.feehan@smmpa.org</p> <p>Program Contact: John P. O'Neil 507-292-6443 jp.oneil@smmpa.org</p> <p>Web site: www.SaveEnergyInMyCommunity.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential customers Program Duration: Ongoing Product and Program Details:</p> <p><u>Education and Outreach:</u> Community events, website, publications, fact sheets</p> <p><u>Marketing:</u> Print ads, 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>
NJ	<p>New Jersey Clean Energy Program (NJCEP)* <i>Contact information not given</i></p> <p>Web site: www.njcleanenergy.com</p> <p>* Information obtained from the Consortium for Energy Efficiency, "Consumer Electronics Efficiency Program Summary", updated June 9, 2010. Available at: http://www.cee1.org/files/CEE_ConsumerElectronics_ProgramSummary_June2010.xls</p>	<p>Program Budget: <i>Not stated</i> Target Population: New Jersey residents Program Duration: 5/1/10–12/31/10 Product and Program Details: The program is offered thru an RFP based partnership with industry organizations Ecos Consulting and Comcast.</p> <p>Mid-stream incentives: <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>
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>Web site: www.lipower.org</p>	<p>Program Budget for 2011 (tentative): \$305,000 (total); \$205,000 (TV mid-stream incentive program) Target Population: Residential population on Long Island Program Duration (tentative): 1/1/2011–12/31/2011 Product and Program Details: Mid-stream incentives: <u>TVs:</u> \$10/unit</p> <p>Possible additions for residential customers: <u>Set-Top Boxes</u></p> <p>Other Activities: Marketing program will include bill inserts, Newsday ads, website, POP, and possible direct mail campaigns.</p>

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NY	<p>New York State Energy Research and Development Authority Mark Michalski 518-862-1090 x3237 mm2@nyserda.org</p> <p>Web site: www.GetEnergySmart.org</p>	<p>Program Budget: \$2 million (implementation); \$2 million (incentives for all eligible program supported products) Target Population: 6 million households Program Duration (tentative): Ongoing Product and Program Details: <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> <p>A strong consumer education component on plug load and power management is slated to begin in the spring of 2011.</p>
NC	<p>Carteret-Craven Electric Coop Lisa Galizia 252-727-2238 lisat@ccemc.com</p> <p>Program Contact: Gary Zajac 252-727-2231 garyz@ccemc.com</p> <p>Web site: www.carteretcravenelectric.coop</p>	<p>Program Budget: \$3,500 (consumer electronics), \$10,000 (education and outreach) Target Population: Residential co-op members Program Duration: Ongoing Product and Program Details:</p> <p><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, newsletter, press release, 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>
PA	<p>Pennsylvania Power & Light Mary Thompson Grassi 610-774-4755 methompsongrassi@pplweb.com</p> <p>Customer Hotline: 866-660-4551</p> <p>Web site: www.pplelectric.com/e-power</p>	<p>Program Budget: <i>Not stated</i> Target Population: All PPL Electric Utilities customers Program Duration: Ongoing through May 31, 2013 Product and Program Details: Customer rebates: <u>Computers:</u> \$3/unit <u>Displays (Monitors):</u> \$3/unit <u>Imaging Equipment:</u> \$3-\$45/unit</p> <p>Note: Product list and rebates are scheduled to be changed on January 1, 2011.</p> <p>Other Activities: Program is marketed by bill inserts, an education team called the E-Power team, providing presentations and distributing print material at community events, TV and newspaper advertising, campaigns with big-box stores and independent retailers, and videos on PPL Electric Utilities website.</p>

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SC	<p>South Carolina Energy Office Trish Jerman 803-737-8025 tjerman@energy.sc.gov</p>	<p>Program Budget: <i>Not stated</i> Target Population: General public and state agency employees Program Duration: Ongoing Product and Program Details:</p> <p><u>Education and Outreach:</u> The SC Energy Office provides informational presentations and web-based information related to ENERGY STAR consumer electronics and office products.</p>
VT	<p>Efficiency Vermont Michael Russom 802-860-4095 ext. 1099 msrussom@veic.org</p> <p>Customer Hotline: 888-921-5990</p> <p>Web site: http://efficiencyvermont.org/pages/Residential/SavingEnergy/home_electronics</p>	<p>Program Budget: \$900,000 per year, including marketing, administration, and product incentives. Individual item budgets are flexible, and the overall program budget is managed to the bottom line. Target Population: All Vermont Electric Rate Payers (approximately 305,000) Program Duration: All or part of 2010 (1/1/10–12/31/10) Product and Program Details:</p> <p>Mid-stream incentives: <u>TVs:</u> \$10/unit (ENERGY STAR 4.1), \$25/unit (ENERGY STAR 5.1) <u>Computers:</u> \$7/unit (ENERGY STAR 5.0) <u>Displays (Monitors):</u> \$7/unit (ENERGY STAR 5.0 + 10%)</p> <p>Planned additions in 2011: <u>Set-Top Boxes</u></p> <p>Other Activities: <u>Advanced Power Strips:</u> \$7/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; and have an adjustable switching threshold.</p>
WA	<p>Puget Sound Energy Brad Simcox 425-462-3463 Brad.simcox@pse.com</p> <p>Web site: http://energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not stated</i> Target Population: 1 million residential customers Program Duration: All or part of 2010 (1/1/10–12/31/10) Product and Program Details:</p> <p>Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i> <u>Computers:</u> <i>Not stated</i> <u>Displays (Monitors):</u> <i>Not stated</i></p> <p>Other Activities: NEEA, on behalf of PSE, provides a web site, 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>

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WA	<p>Seattle City Light Christine Bunch 206-386-1824 christine.bunch@seattle.gov</p> <p>Elizabeth Freeman, PEI 503-467-0979 efreeman@peci.org</p> <p>Web site: www.seattle.gov/light/conserve/</p>	<p>Program Budget: <i>Not stated</i> Target Population: 750,000 residential customers Program Duration: Ongoing Product and Program Details: Mid-stream and up-stream incentives: <u>TVs:</u> <i>Not stated</i> <u>Computers:</u> <i>Not stated</i> <u>Displays (Monitors):</u> <i>Not stated</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 Mardi Cino 503.827.8416 Ext 266 mcino@nwalliance.org</p> <p>Web site: http://energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential customers in Washington, Oregon, Idaho, and Montana Program Duration: Ongoing, or otherwise noted Product and Program Details: Mid-stream and/or up-stream incentives: <u>TVs:</u> Retailer, Manufacturer, Distributor incentive <u>Computers:</u> Retailer incentive (ends 12/31/10). Manufacturer Incentives being explored <u>Displays (Monitors):</u> Retailer incentive (ends 12/31/10) <u>Imaging Equipment (Under Consideration):</u> Retailer, Manufacturer, Distributor 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 identifying the most energy efficient TV and is co-branded with the regions 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 Associate 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>Hotline: 800-322-5530</p> <p>Web site: http://www.dep.wv.gov/dlr/reap/cedprogram/Pages/default.aspx</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residents of West Virginia Program Duration: Ongoing Product and Program Details:</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 Lisa Fox 262-364-8561 lfox@weccusa.org</p> <p>Web site: www.icanconserve.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: Residential homeowners Program Duration: 10/01/09–12/01/12 Product and Program Details:</p> <p><u>Education and Outreach:</u> 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>