ENERGY STAR®
Most Efficient Rebate Program

Most Efficient 2018
www.energystar.gov
Southern Minnesota Municipal Power Agency (SMMPA)

SMMPA produces wholesale electricity for its 18 non-profit municipal Member Utilities in MN and develops programs and services to help their Members’ customers use energy wisely.

- Formed in 1977
- Member Utilities serve about 118,000 total customers
- Residential customers account for 30% of sales
SMMPA’s Energy Efficiency History

• Long-term commitment to environment and helping customers use energy wisely through energy efficiency
• ENERGY STAR partner since 2000
• Educating retailers and customers of ENERGY STAR brand
• 4-time ENERGY STAR Award Winner
• Developed rebate program for ENERGY STAR Most Efficient clothes washers, dishwashers, and ceiling fans with lighting in 2015.
SMMPA’s Most Efficient Program

• Goals: Reduce energy usage and emissions by promoting ENERGY STAR qualified products

• Higher rebates for qualifying Most Efficient products (higher savings)

• Educate customers and retailers about ENERGY STAR Most Efficient designation
  • Retailer fact sheet
  • Clothes washer & dishwasher hang tags
  • Wall/appliance-top posters
  • Rebate coupons and forms
Additional sample materials developed for retailers
SMMPA’s ENERGY STAR Most Efficient Rebates 2015-2017

- Clothes Washers: 794 units, 16% of total
- Dishwashers: 278 units, 5% of total
- Ceiling Fans with Lighting: 38 units, 9% of total

Legend:
- Blue: Most Efficient Units Installed
- Orange: Percentage of total
Summary:

• Leverage ENERGY STAR Most Efficient designation for higher savings and participation.
• Customer and retailer education is critical to program success.
• Higher rebates for ENERGY STAR Most Efficient products are warranted by higher savings. Higher incentives are necessary to help cover higher incremental costs.
Questions?