Welcome!
We will begin shortly

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• There will be a Q&A session at the end of the presentation.
• Submit questions to the organizer and panelists through the Questions tab.

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• Presentation slides will be sent to all participants.
  This session will be recorded. A link to the recording will be sent to all attendees.

Notes
• To improve audio quality, all attendees are muted upon entry.
• Please make sure to not put your phone on hold during the session—if you need to leave, you can hang up and call back later.
• There will be polling questions at the end of the webinar.
Agenda

• 1:00 – 1:05  Welcome
• 1:05 – 1:20  ENERGY STAR Dryer Update and Resources

Presenters from:
• 1:20 – 1:30  PSEG Long Island
• 1:30 – 1:40  Baltimore Gas and Electric
• 1:40 – 1:50  New Jersey Clean Energy Program

• 1:50 – 2:00  Q & A
Discussion
Clothes Dryers Market Opportunity

• **Market Opportunity**
  – Consumers spent $2.5 billion on dryers in the U.S. in 2012, continues to increase each year
  – 90 million U.S. households use a clothes dryer at home – 80% are electric
  – Over 50 million U.S. households have a washer or dryer older than average product lifetime*

• **Savings Potential**
  – ENERGY STAR residential clothes dryers will use, on average, approximately **20% less energy** than required by minimum efficiency standards effective in 2015

• **Differentiation**
  – ENERGY STAR certified dryers provides your customers with a leading edge product with out trade-offs in features and functionalities

* Source: RECS 2009.
Educating About ENERGY STAR Dryers

- Webpage featuring:
  - Ask the Expert video
  - Energy saving tips
  - Featured brands and retailers
  - energystar.gov/newdryers

Save Even More with New ENERGY STAR Certified Dryers – Available Now!

Now, for the first time, you can purchase an ENERGY STAR certified clothes dryer. Clothes washers have seen a 70 percent drop in energy use since 1990, but until now, dryers have largely remained inefficient. Dryers that have earned the ENERGY STAR use 20% less energy and deliver $345 in lifetime savings. You can save even more with an ENERGY STAR washer/dryer pair: Get yours today!

Featured Brands and Retailers

- Whirlpool
- Maytag
- LG
- Best Buy
- The Home Depot
- Shop Your Way

ENERGY STAR Ask the Expert

ASK THE EXPERT: CLOTHES DRYERS HAVE EARNED THE ENERGY STAR!

Check out this video to get expert advice on saving energy with an ENERGY STAR certified clothes dryer! Qualifying dryers use 20 percent less energy than conventional models, delivering financial savings and a reduced carbon footprint.

Sales associates clothes dryer training at energystar.gov/training
Promoting ENERGY STAR Dryers

- Ask the Experts video on YouTube:
  - **More than 53,000 views** (views defined as watching 30 seconds or more of the video)
  - Reach on **Facebook - 248,000**
- Major media outlets reporting on ENERGY STAR dryers: Washington Post, Associated Press, Consumer Reports, Forbes and Money Pit
# ENERGY STAR Dryer Rebates

<table>
<thead>
<tr>
<th>State</th>
<th>Utilities</th>
<th>Est. Customers</th>
<th>ENERGY STAR Dryers Rebate</th>
<th>ENERGY STAR Emerging Tech Award Dryers Rebate</th>
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<tbody>
<tr>
<td>NY</td>
<td>PSEG Long Island</td>
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<td>NJ</td>
<td>New Jersey Clean Energy</td>
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<td>$200</td>
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<td>IL</td>
<td>Commonwealth Edison</td>
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<td>CA</td>
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<td>MN</td>
<td>Alexandria Light &amp; Power, Barnesville Municipal Power</td>
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<td>Southern Minnesota Municipal Power Agency</td>
<td>111,000</td>
<td>$25, $50</td>
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<td>MI</td>
<td>Efficiency United - up to 20 utilities</td>
<td>Varies</td>
<td>$50</td>
<td></td>
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<td>WA</td>
<td>NEEA (Puget Sound Energy)</td>
<td>1,100,000</td>
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<td><strong>Total Customers</strong></td>
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<td><strong>22,263,000</strong></td>
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<td><strong>% of US Market Share</strong></td>
<td></td>
<td><strong>19%</strong></td>
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</table>
Activity Around ENERGY STAR Dryers

• Rebates
  – Rebates of up to $600 available to nearly 23 million customers in the U.S market
  – List of the program rebates and contacts can be found at energystar.gov/dime

• Brands and Retailers
  – Total of 70 dryer models are ENERGY STAR certified from 9 major brands and offered through major retailers and independent dealers
    – 56 electric and 14 gas certified models
    – 42 of the models are paired with ENERGY STAR clothes washers
  – List of qualified models can be found at energystar.gov/dryers
**Whirlpool and Maytag ENERGY STAR Dryers**

<table>
<thead>
<tr>
<th>Brand</th>
<th>ENERGY STAR Dryer Models</th>
<th>Fuel Type</th>
<th>Top or Front Load</th>
<th>Matching ENERGY STAR Washer Models</th>
<th>ENERGY STAR Washer Efficiency Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Whirlpool</td>
<td>WED72HED*+</td>
<td>Electric</td>
<td>Front</td>
<td>WFW72HED*+</td>
<td>ENERGY STAR Most Efficient</td>
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<tr>
<td>Whirlpool</td>
<td>WED8000D**+</td>
<td>Electric</td>
<td>Front</td>
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<tr>
<td>Whirlpool</td>
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<td>Electric</td>
<td>Front</td>
<td>WFW81HED*+</td>
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</tr>
<tr>
<td>Whirlpool</td>
<td>WED8500D**+</td>
<td>Electric</td>
<td>Front</td>
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<td>ENERGY STAR</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>WED8700E**</td>
<td>Electric</td>
<td>Top</td>
<td>WFW8700E**</td>
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</tr>
<tr>
<td>Whirlpool</td>
<td>WED8740D**+</td>
<td>Electric</td>
<td>Front</td>
<td>WFW8740D**+</td>
<td>ENERGY STAR</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>WED87HED*+</td>
<td>Electric</td>
<td>Front</td>
<td>WFW87HED*+</td>
<td>ENERGY STAR Most Efficient</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>WED95HED*+</td>
<td>Electric</td>
<td>Front</td>
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<tr>
<td>Whirlpool</td>
<td>WED97HED*+</td>
<td>Heat Pump</td>
<td>Front</td>
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<tr>
<td>Whirlpool</td>
<td>WED99HED*+</td>
<td>Heat Pump (ETA)</td>
<td>Front</td>
<td>WFW95HED*+</td>
<td>ENERGY STAR Most Efficient</td>
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<tr>
<td>Maytag</td>
<td>MED3100D**+</td>
<td>Electric</td>
<td>Front</td>
<td>MVW3100D**</td>
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<tr>
<td>Maytag</td>
<td>MED4100D**+</td>
<td>Electric</td>
<td>Front</td>
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<td>Maytag</td>
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<td>Front</td>
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<td>Maytag</td>
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<td>MVWB855D**</td>
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</tbody>
</table>

**Contact**
- Sean Southard, sean_m_southard@whirlpool.com, (269) 923-7258
Whirlpool and Maytag Promotion Examples

In-store POP for Whirlpool ENERGY STAR air-vented electric dryer

SAVE OVER $500 in lifetime energy costs compared to our non ENERGY STAR® qualified dryer*

*Versus model WED4900S, average use, normal cycle, 12-year dryer life, electric only. ©2015 Whirlpool. All rights reserved. 5/15, Form No. WL150065C

In-store POP for Whirlpool HybridCare ENERGY STAR ventless electric dryer

UPGRADE TO TRUE VENTLESS DRYING AND SAVE AN ADDITIONAL $480 in lifetime energy costs compared to our vented ENERGY STAR® qualified dryer*

Look for our Duet® HybridCare® dryer | model WED99HED

*Versus model WED97HED, average use, normal cycle, 12-year dryer life, electric only. ©2015 Whirlpool. All rights reserved. 5/15, Form No. WL150069B

SAVE $980 in lifetime energy costs compared to our non ENERGY STAR® qualified dryer*

*Versus model WED4900B, average use, normal cycle, 12-year dryer life, electric only. ©2015 Whirlpool. All rights reserved. 5/15, Form No. WL150065A

Source: Provided by Whirlpool.
## LG ENERGY STAR Dryers

<table>
<thead>
<tr>
<th></th>
<th>ENERGY STAR Dryer Models</th>
<th>Fuel Type</th>
<th>Top or Front Load</th>
<th>Matching ENERGY STAR Washer Models</th>
<th>ENERGY STAR Washer Efficiency Levels</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>DLHX4072</td>
<td>Heat Pump (ETA)</td>
<td>Front</td>
<td>WM4270HWA WM4270HVA</td>
<td>ENERGY STAR Most Efficient</td>
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<tr>
<td>2</td>
<td>DLE3170</td>
<td>Electric</td>
<td>Front</td>
<td>WM3170CW</td>
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<tr>
<td>3</td>
<td>DLEX3370</td>
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<td>Front</td>
<td>WM3370HWA WM3370HVA WM3370HRA</td>
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<td>4</td>
<td>DLEX4270</td>
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<td>WM4270HWA WM4270HVA</td>
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<tr>
<td>5</td>
<td>DLEX5780</td>
<td>Electric</td>
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<td>WT5680HWA WT5680HVA</td>
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<tr>
<td>6</td>
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<td>7</td>
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<td>Front</td>
<td>WM3170CW</td>
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<td>8</td>
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<td>WM3370HWA WM3370HVA WM3370HRA</td>
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<td>9</td>
<td>DLGX4271</td>
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<td>10</td>
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<td>11</td>
<td>DLGY1702E</td>
<td>Gas</td>
<td>Top</td>
<td>WT1701CW WT1701CV</td>
<td>ENERGY STAR</td>
</tr>
</tbody>
</table>

Contact
- John Taylor, John.Taylor@lge.com
LG Promotion Examples

**Infographic Release highlighting ENERGY STAR dryers as a savings tip**

**Ongoing Social Media engagement Highlighting LG ENERGY STAR dryers**

**Daily Buzz Earth Month segments highlighting ENERGY STAR dryers**

**In-Store Product Stickers**

Source: Provided by LG.
Puget Sound Energy’s Heat Pump Dryer Promotion

- PSE launched the Upgrades Campaign that includes an ENERGY STAR heat pump dryer promo
- Offers an utility rebate of $150 for online or in-store purchase
- Created special in-store rebate form and POPs

Partners: Whirlpool, LG, & Northwest Energy Efficiency Alliance

- Whirlpool-NEEA – additional $450 mail-in rebate 3/15 – 8/16
- LG-NEEA – additional $350 markdown rebate at Best Buy and $350 mail-in rebate at THD and Lowe’s 5/30 – 8/30
- Both manufacturer partners donated heat pump dryers as prize giveaways for the PSE Upgrades Campaign

Contact: Holly Mulvenon, holly.mulvenon@pse.com
Kenmore ENERGY STAR Dryers

- 78 certified models available at Sears
  - 57 electric, 21 gas

Educating and Creating Awareness

Customers
- Kenmore Elite Heat Pump Video on Sears.com [Link to Product Page]
- ENERGY STAR messaging on item level POP (1)
- ENERGY STAR dryer filter on Sears.com (2)
- ENERGY STAR and rebate specific tent cards (3)

Sales Associates
- ENERGY STAR training materials
- Home Appliances Road Show training on Kenmore Elite Heat Pump dryers
- ENERGY STAR callout on item level feature/benefit signing

Contact
- Sears: Stephanie Sanders, Stephanie.Sanders@searshc.com
- Kenmore: Leo Steinys, Leo.Steinys@kcdbrands.com

Source: Provided by Sears and Kenmore
Blomberg ENERGY STAR Emerging Tech Award Winning Dryer

Design solutions for small-space living

- ENERGY STAR ventless heat pump dryer allows builders and designers the flexibility to place the new dryer, along with its stacking washer, anywhere in the home, from the kitchen to hall closet.

- Provides architects and designers with flexible design solutions for small-space living.

- ENERGY STAR Emerging Technology Award dryer model DHP24412W and matching ENERGY STAR washer model WM98400SX

- Available through major independent appliance dealers and distributors

- Contact
  - Salih Bugay, salih.bugay@arcelik.com
  - 1-704-491-9854

Source: Provided by Arcelik A.S. - Blomberg
## Samsung ENERGY STAR Dryers

<table>
<thead>
<tr>
<th>ENERGY STAR Dryer Models</th>
<th>Fuel Type</th>
<th>Top or Front Load</th>
<th>Matching ENERGY STAR Washer Models</th>
<th>ENERGY STAR Washer Efficiency Level</th>
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<tbody>
<tr>
<td>DV48J7700EW</td>
<td>Electric</td>
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<td>WA48J7700AW</td>
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<td>WA48J7700AW</td>
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<td>WA48J7770AW</td>
<td>ENERGY STAR</td>
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<tr>
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<td>Top</td>
<td>WA48J7770AW</td>
<td>ENERGY STAR</td>
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<tr>
<td>DV48J7770EP</td>
<td>Electric</td>
<td>Top</td>
<td>WA48J7770AP</td>
<td>ENERGY STAR</td>
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<td>DV48J7770GP</td>
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<td>WA52J8060AW</td>
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<td>DV52J8060GW</td>
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<tr>
<td>DV52J8700EW</td>
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<td>WA52J8700AW</td>
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<td>DV52J8700EP</td>
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<td>DV52J8700GP</td>
<td>Gas</td>
<td>Top</td>
<td>WA52J8700AP</td>
<td>ENERGY STAR</td>
</tr>
</tbody>
</table>

### Contact

- Jenni Chun, j1.chun@samsung.com

Source: Provided by Samsung.
Samsung Promotion Examples

In-Store Product Stickers

Social: 2013 / 2014 Emerging Technology Award

Digital: 2015 Website Energy Star Filters

Source: Provided by Samsung.
Samsung Market Research:
Consumer Purchase Behavior Lags Energy Use Concerns

Consumer Behavior
- 72% own electric dryers.
- 74% dry every load they wash.
- 54% regularly use timed dry saving no energy.
  - Timed dry cycle second only to Normal cycle in usage.
- Less than 40% of consumer loads use low/no heat settings.
- Approximately 25% of installed dryers have a moisture sensor.
- Yet, 69% of consumers are concerned about energy use of clothes dryers.

Purchase Behavior
- Washers drive purchase intent for consumers.
- Dryers purchased on the same ticket as washers ~50-55% of the time.
- Many consumers are willing to mismatch dryers (trading down in price).
- Consumer opportunity of promoting replacement / upgrade of old inefficient dryer.

Source: Provided by Samsung.
ENERGY STAR®
Electric Dryer Program

Date 7/23/15
PSEGLI Regional Perspective

 Territory Size:
- Nassau and Suffolk Counties, excluding municipals of Freeport, Greenport, and Rockville Centre
- The Rockaways Peninsula in Queens

 Number of Customers:
- 996K residential households
Promoting 2015 Program Rebates and Rebate Availability

Program runs January 1, 2015 through December 31, 2015

<table>
<thead>
<tr>
<th>ENERGY STAR® Dryer</th>
<th>Target Units</th>
<th>Rebate Level</th>
<th>Claimed Savings Per Unit</th>
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</thead>
<tbody>
<tr>
<td>Electric Heat Pump</td>
<td>200</td>
<td>$300.00</td>
<td>200 kWh/Unit</td>
</tr>
<tr>
<td>Electric Dryer</td>
<td>1,000</td>
<td>$150.00</td>
<td>32.69 kWh/Unit</td>
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</table>

- Mail in rebates available at retail locations.
- Printable PDFs are available at www.psegliny.com/efficiency
- Apply for rebates online (Began in March 2015)
- Bill inserts

Online Rebates
Retail Rebates
Bill Inserts

An electric clothes dryer can be one of the biggest energy users in a home – typically about two times more than a refrigerator! Efficient ENERGY STAR® dryers offer big savings and more options than ever before. This includes heat pump dryers that can use up to 50 percent less electricity, with ventless models that can be placed just about anywhere. PSEG Long Island offers rebates on ENERGY STAR electric and heat pump dryers. Learn more at www.psegliny.com/efficiency or call 1-800-692-2026.
PSEGLI Website Carousel

Save Energy & Money, Choose ENERGY STAR®

Lower your electric costs with energy efficient products and appliances for your home.
Product Availability

Currently in the following retailers:
- Best Buy, Home Depot, Lowe’s, PC Richard and Son, and Sears
  (continually expanding retailers with additional qualified models)

Manufacturers on sales floor:
- Whirlpool, LG, Bosch, Kenmore, Maytag, Samsung

![Bar chart showing models available by top 5 retailers YTD](chart.png)
## Results YTD

### Broken Down by Rebate Amount

<table>
<thead>
<tr>
<th>Rebate Amount</th>
<th>QTY</th>
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<tbody>
<tr>
<td>$150 = ENERGY STAR</td>
<td>966</td>
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<tr>
<td>$250 = HP– WED99HED* (Pilot incentive for kickoff in December)</td>
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<tr>
<td>$300 = HP– DLHX4072*</td>
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<tr>
<td>$300 = HP– WED99HED*</td>
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<td><strong>YTD Total</strong></td>
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### By Manufacturer

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<thead>
<tr>
<th>Manufacturer</th>
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<td>KENMORE</td>
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<tr>
<td>LG</td>
<td>147</td>
</tr>
<tr>
<td>Maytag</td>
<td>119</td>
</tr>
<tr>
<td>Samsung</td>
<td>55</td>
</tr>
<tr>
<td>Whirlpool</td>
<td>627</td>
</tr>
</tbody>
</table>

### Top 5 Retailers YTD

<table>
<thead>
<tr>
<th>Retailer</th>
<th>QTY</th>
</tr>
</thead>
<tbody>
<tr>
<td>P.C. Richard</td>
<td>462</td>
</tr>
<tr>
<td>Home Depot</td>
<td>143</td>
</tr>
<tr>
<td>Lowes</td>
<td>126</td>
</tr>
<tr>
<td>Sears</td>
<td>100</td>
</tr>
<tr>
<td>Best Buy</td>
<td>57</td>
</tr>
</tbody>
</table>
Retail Marketing Materials

- Rebates
- Easel back stands
- Appliance clings
- Appliance displays (LAMá)
Past and Planned Marketing Promotions

December 19, 2014 product launch

Cross promoting the appliance program with lighting promotions.
**Challenges**

- **Availability**
  - Increased availability on the retail sales floor since January 2015

- **Visibility**
  - Additional signage to draw attention to models

- **Increased signage from manufacturers**
  - Designed free standing marketing material

- **Awareness**
  - Bill inserts for customers
  - Increased sales associate and customer trainings
  - Utility website [www.psegliny.com/efficiency](http://www.psegliny.com/efficiency)

Retail sales by zip code

Manufacturer POP placement
**Successes**

- Increased selection of qualified models:

<table>
<thead>
<tr>
<th>ENERGY STAR® Electric Dryer</th>
<th>ENERGY STAR Heat Pump Dryer</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 certified models in January</td>
<td>1 certified model in January</td>
</tr>
<tr>
<td><strong>33</strong> certified models in June</td>
<td><strong>4</strong> certified models in June</td>
</tr>
</tbody>
</table>

- Growing presence on retail sales floor

- Nearly 1,000 sales associate and store manager trainings YTD

- Increased numbers in redemptions

**January Through June Redemption**

<table>
<thead>
<tr>
<th>Month</th>
<th>Electric Heat Pump Dryer</th>
<th>Electric Dryer</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>107</td>
<td>0</td>
</tr>
<tr>
<td>February</td>
<td>99</td>
<td>5</td>
</tr>
<tr>
<td>March</td>
<td>119</td>
<td>3</td>
</tr>
<tr>
<td>April</td>
<td>138</td>
<td>3</td>
</tr>
<tr>
<td>May</td>
<td>186</td>
<td>1</td>
</tr>
<tr>
<td>June</td>
<td>176</td>
<td>2</td>
</tr>
</tbody>
</table>

*Note: The table and graph show the redemption numbers for Electric Heat Pump Dryer and Electric Dryer from January to June.*
Residential Energy Efficient Products Program

Contact Information:

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Linda Schwantner – Program Manager
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Linda.Schwantner@pseg.com
BGE Clothes Dryer Rebate

July 23, 2015
Agenda

• BGE Territory
• Clothes Dryer Rebate
• Marketing
• Results through Q2
• Lessons Learned
• Next Steps
BGE Territory

- BGE is the largest utility in MD, and serves more than 1.25 million business and residential electric customers, and more than 650,000 gas customers.

- The economically diverse service territory is a 2,300 square mile area encompassing Baltimore City and all or part of 10 Central Maryland counties.
Clothes Dryer Rebate

- **Offer:** $50 rebate on any ENERGY STAR certified clothes dryer. Rebate is available to all residential electric customers.
- **Start/End Dates:** February 1, 2015 – December 31, 2017 (or while funds last)
- **Delivery Method:**
  - mail in paper rebate form
  - submit rebate via online appliance rebate application system
Clothes Dryer Rebate

- **Incentive Rational:**
  - Assess average incremental cost of non-ENERGY STAR vs. ENERGY STAR certified clothes dryer
  - Set incentive levels at 50-75% of the incremental cost

- **Claimed Savings:**
  - Average of varying sizes and models in accordance with the NEEP Mid-Atlantic Technical Reference Manual and Third Party Evaluation

<table>
<thead>
<tr>
<th>Deemed Savings</th>
<th>kWh</th>
<th>kW</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Clothes Dryer</td>
<td>83</td>
<td>0.0083</td>
</tr>
</tbody>
</table>
Marketing – Digital Ads

• Campaign promotes appliance rebates with clothes dryer rebate callout
• Mixture of desktop, smartphone and tablet delivery
• Geographic, behavioral, demographic, and contextual targeting
Marketing – Maryland Tax Free Weekend

Direct mail post card mailed to 9,000+ customers the week of February 2nd

Buy ENERGY STAR® Certified Appliances Tax Free Presidents’ Day Weekend!
February 14–16, 2015

Save $125 to $150 in rebates when you buy a clothes washer and dryer at the same time!

Plus, get rebates from $30 to $500 on select appliances. Visit your local retailer for details!

BGESmartEnergy.com

Shop Presidents’ Day Weekend and save more! Get rebates from $30–$500 on select* ENERGY STAR certified appliances.

- Hybrid Water Heaters: $500 Rebate
- Refrigerators: $100–$150 Rebate
- Clothes Washers: $75–$100 Rebate
- Electric Clothes Dryers: $50 Rebate
- Room Air Conditioners: $30 Rebate

*Not all ENERGY STAR® certified models qualify for a rebate. See BGESmartEnergy.com for qualifying models.

Act Now!

Ask your retailer how much you could save by combining these rebates with Presidents’ Day sales and promotions during Maryland’s Tax-Free Weekend February 14–16, 2015. Get rebate applications and more information at BGESmartEnergy.com or call 877.665.7377.

This program supports EmPOWER Maryland.
REB-0032016

BGESmartEnergy.com
Marketing – Maryland Tax Free Weekend

Free standing insert dropped to ~100,000 customer homes week of February 2\textsuperscript{nd}

Buy ENERGY STAR\textsuperscript{®} Certified Appliances

**Tax Free This Presidents’ Day Weekend!**

February 14–16, 2015

Save $125 to $150 in rebates when you buy a clothes washer and dryer at the same time!

Plus, get rebates from $30 to $500 on other appliances.

Visit your local retailer for details!

BGESmartEnergy.com/TaxFree

Shop Presidents’ Day Weekend and save more!

Get rebates from $30 to $500 on select ENERGY STAR certified appliances.

High-efficiency appliances use less energy to do their job, which means you’ll save energy and money all year long. Purchase your new ENERGY STAR\textsuperscript{®} certified appliance during Maryland’s Tax-Free Weekend, February 14–16, 2015, to take advantage of Presidents’ Day sales and rebates from $30 to $500 available from BGE’s Smart Energy Savers Program. Selected ENERGY STAR\textsuperscript{®} certified refrigerators, clothes washers, dryers and room air conditioners are all tax-free.

Ask your retailer how much you could save by combining these rebates with Presidents’ Day sales and promotions!

Clothes Washers!

$75–$100 Rebate

$50 Rebate

Clothes Dryers!

$75–$100 Rebate

$50 Rebate

Room Air Conditioners

$30 Rebate

Rebates are available on other select ENERGY STAR\textsuperscript{®} certified appliances.

Act now! Visit your local retailer to take advantage of these rebates and other sales and discounts available during Maryland’s Tax-Free Weekend. Get rebate applications and more information at BGESmartEnergy.com/Taxfree or call 877.466.7577.

BGESmartEnergy.com/TaxFree

This program supports EnPOWER Maryland.

BGESmartEnergy.com
Marketing – Maryland Tax Free Weekend

- Featured washer and dryer offers highlighting the combined savings with a dual purchase
- Point-of-Purchase stickers and hang tags placed in participating retailers e.g., Sears, Home Depot, Lowe’s, etc.
- Messaging promoted clothes dryer and clothes washer incentive combined with the Presidents’ Day sales and tax-free shopping (for clothes washer).
- Traffic to the clothes dryer webpage on BGESmartEnergy.com was up 48% during the advertising campaign period.
Results – 2015 Q1, Q2

- Slow sales in Q1 due to launch of program starting on February 1, 2015. BGE expects continued increases in sales in Q3 and Q4 2015.
- Clothes dryer rebates have helped offset decreases in rebates from other appliance rebate program measures.

<table>
<thead>
<tr>
<th></th>
<th>Q1 2015</th>
<th>Q2 2015</th>
<th>Q3 2015</th>
<th>Q4 2015</th>
<th>2015 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Goal</td>
<td>1,185</td>
<td>1,228</td>
<td>1,396</td>
<td>1,191</td>
<td>5,000</td>
</tr>
<tr>
<td>Actual</td>
<td>14</td>
<td>375</td>
<td>n/a</td>
<td>n/a</td>
<td>389</td>
</tr>
<tr>
<td>% to Goal</td>
<td>1%</td>
<td>31%</td>
<td>n/a</td>
<td>n/a</td>
<td>8%</td>
</tr>
</tbody>
</table>
### Results – Top Retailer Rankings

<table>
<thead>
<tr>
<th>Rank</th>
<th>Retailer</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sears</td>
</tr>
<tr>
<td>2</td>
<td>Lowe’s</td>
</tr>
<tr>
<td>3</td>
<td>Best Buy</td>
</tr>
<tr>
<td>4</td>
<td>The Home Depot</td>
</tr>
<tr>
<td>5</td>
<td>hhgregg</td>
</tr>
<tr>
<td>6</td>
<td>Bray &amp; Scarff</td>
</tr>
<tr>
<td>7</td>
<td>Pacific Kitchen &amp; Home</td>
</tr>
</tbody>
</table>
Lessons Learned

• **Challenges:**
  - Clothes Washer/Clothes Dryer stacked sets in which only the Clothes Washer is ENERGY STAR certified
  - High incremental cost of Heat Pump Clothes Dryers compared to standard ENERGY STAR clothes dryers, small incremental energy savings
  - Not seeing a 1:1 ratio between the number of received clothes washer rebates vs. clothes dryer rebates

• **Successes:**
  - Marketing message focused on bundled clothes washer/clothes dryer purchase
Next Steps

• Continue marketing during key retail holidays with message focused on bundled clothes washer/clothes dryer purchase

• Continue to inform customers' online research by leveraging online search and display messaging and ads. Customers who are actively searching for clothes dryers will be targeted.

• Consider adding a separate higher rebate for heat pump clothes dryers.
Contact Information

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Natalie Zandt
Mid-Atlantic Appliance Program Manager, ICF International
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202-862-1248
New Jersey’s Clean Energy Program™

Promotion of ENERGY STAR® Clothes Dryers

Kevin Burke / Honeywell
Kim Hoff / CLEAResult
Chris Badger / VEIC
Honeywell Market Manager Team
ENERGY STAR Clothes Dryer Webinar
July 23, 2015
FY2016 New Jersey Dryer Program

- Fiscal calendar – July 1, 2015 thru June 30, 2016
- Two tier rebate structure
  - Mail-in and Instant Rebates (With participating retailers)
  - Tier 1 $100 – ENERGY STAR V1
  - Tier 2 $300 – ENERGY STAR 2014 Emerging Technology Award
- Primary delivery in retail; New multifamily efforts for FY2016
- Claimed savings –
  - Tier 1 (Electric) 186 kWh
  - Tier 1 (Gas) 9 kWh; 0.90 MMBTU
  - Tier 2 (Electric) 388 kWh
- Annual Goals – 750 Tier 1 Units (600 Electric); 50 Tier 2 Units
New Jersey – Market Snapshot

- 3.2 Million Households
  - 72% Single Family / 28% Multifamily
- ~ 80% with dryers
  - 56% Natural Gas / 44% Electric
- Estimated Average Age ~ 7 years
- Retail Storefronts
  - National Retailers (316) / PC Richards (16)
- Annual Historical Dryer Sales (AHAM)
  - 135,000 Natural Gas
  - 53,000 Electric

Source: 2014 NEEA Residential Building Stock Assessment
Marketing Tactics

- Direct Marketing
  - Retailer Point-of-Purchase Materials
    - Applications
    - Tent Cards
  - Direct Mail Campaigns
    - Past Products Program Participants
    - New Movers
    - Residential Solar Participants
- Digital advertising
  - Contextual Targeting by Zip Code Using Keyword Search
  - Extended Reach (News Network)
  - Search Retargeting by Zip Code Using Keyword List
Marketing Tactics

- Engagement
  - Events (Home Shows and NJ Associations)
  - NJ Clean Energy Outreach Team

- Awareness
  - Press Release
  - Radio Advertising
  - Movie Advertising
  - Minor League Baseball

How Heard Results for Dryers
- Retailers 48%
- Website 36%
- Friend, digital, events etc. 16%

Digital Ad
Program Results to Date

- FY2015 Preliminary Results
  - Units Goal -1,500
  - Units received - 1,722
  - Rebates Completed – 531
  - Units currently processing – 117

- Independent retailers ~ 1/3 of program ENERGY STAR dryers
  - Leaders - HH Gregg and PC Richards

- National Retailers ~ 2/3 of program
  - Leaders – Sears, Lowes & Best Buy
Program Challenges & Solutions

- **Challenges**
  - Deactivation rates
    - Not unique to dryers
    - Non-ENERGY STAR dryers paired with eligible ENERGY STAR washers
    - Market share qualification gap between gas and electric units
    - Retail sales associates suggest customers “try” getting the rebate
  - Limited flooring of qualified models at national retailers
    - % of ENERGY STAR Natural Gas models does not match market sales

- **Solutions to overcome challenges**
  - Training sales associates to identify qualified models
  - Educating sales associates to improve communication with customer
  - Support for Consumers - “Appliance Finder” tools
  - Support for increasing number of eligible gas / flooring of ENERGY STAR models
Successes

Applications have increased

Majority of applications now qualifying
New Jersey Clean Energy Program Contacts

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Chris Badger
cbadger@NJCleanEnergy.com
802-658-6060 x 7765

Kim Hoff
kimberly.hoff@NJCleanEnergy.com
732-218-3410
Q & A
Discussion
Opportunities to interact with ENERGY STAR stakeholders, including energy efficiency program sponsors and retailers

Custom tracks focus on:
- Appliances
- Water Heaters
- Lighting
- Consumer Electronics

Looking for your input on key topics for Appliance Road Mapping Session

For more information: [www.energystar.gov/partnermeeting](http://www.energystar.gov/partnermeeting)
ENERGY STAR Contacts – Appliances

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– Sarah Duffy, The Cadmus Group
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– Laura Wilson, Navitas Partners
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