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Cash for Appliances

Washington State Department of Commerce

Washington State Energy Efficient Appliance Rebate Program
March 29, 2010

Agenda

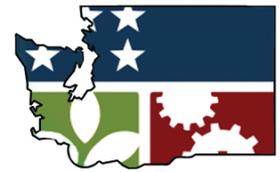
- ▶ Welcome and Introductions
- ▶ Background
- ▶ Program Objectives
 - Goals of Program
 - Qualified Appliances
 - Eligibility Requirements
- ▶ Rebate Process
- ▶ Current Status
- ▶ Utility Participation
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Background



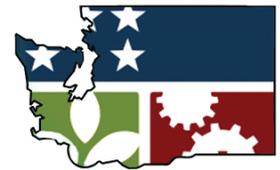
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- ▶ US DOE designated nearly \$300 million in American Recovery and Reinvestment Act (ARRA) funds to establish the State Energy Efficient Appliance Rebate Programs (SEEARP)
 - Important note: SEEARP exempt from Davis–Bacon, Buy America, and NEPA provisions of ARRA
- ▶ Washington State Department of Commerce, Energy Policy Group received \$6.284 M of which \$5.6 M is available for rebates for designated ENERGY STAR appliances
- ▶ Initial proposal included delivery through utility rebate programs – changed to outsource model so available to all Washington Residents. Intended to compliment utility programs and are in addition to any utility rebate for qualified purchase
- ▶ Final program design approved December ‘09
- ▶ Selected PECL to provide comprehensive marketing and rebate fulfillment support through competitive process. Agreement finalized February ‘10

Program Objectives

Goals of Program

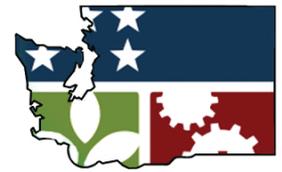


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- ▶ Offer consumer rebates that provide incentive to replace inefficient clothes washers and refrigerators with new ENERGY STAR products
- ▶ Introduce Washington Residents to a new appliance efficiency standard and support market transformation towards the highest efficiency clothes washers available
- ▶ Promote recycling and removal of inefficient appliances from the grid
- ▶ Create sustainable long-term benefits for Washington consumers and the environment
- ▶ Save approximately \$1 million in energy costs, 355 million gallons of water and prevent 8,042 tons of CO₂ emissions annually.

Program Objectives Qualified Appliances



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ENERGY STAR Products	Rebate Amount	Targeted Quantity	Total Rebate Payments	Targeted # of Recycled Products
Clothes Washers MEF \geq 2.46 WF \leq 4.0	\$100	45,000	\$4,500,000	20,000
Refrigerators 9 cubic ft adjusted volume	\$75	14,766	\$1,107,450	14,766
Total		59,766	\$5,607,450	

Program Objectives

Eligibility Requirements



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- ▶ Available to Washington residential consumers on a first come, first served basis until December 31, 2011 or until funds run out, whichever comes first.
- ▶ Rebates are NOT available retroactively for purchases made before the official start of the program.
- ▶ Limited to one refrigerator and one clothes washer per household.
- ▶ Rebates are for appliances purchased from any retailer in Washington or where proof of payment of Washington State sales tax is evident on the receipt (exemption for purchases made at military exchanges and tribal members with delivery to tribal lands).
- ▶ Refrigerators require proof that the replaced refrigerator was recycled, or at least decommissioned in accordance with state disposal laws.
- ▶ Commercial or institutional organizations, Community Action agencies, new construction, or landlords are not eligible for the rebate.

Rebate Process



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- ▶ The rebate application and instructions including qualified products and recycling information are available on line at www.CashforAppliancesWA.com This is a mail in rebate process.

Application Instruction:

1. Down load the official Cash for Appliances Washington rebate application from www.CashforAppliancesWA.com.
 2. Complete and sign the official rebate application. Make a copy for your records.
 3. Attach a copy of your sales receipt for the qualifying appliance/s. The receipt must be dated and separately list the appliance. If the receipt does not include proof of payment of Washington State sales tax please include a Consumer Use Tax form or receipt from the Washington State Department of Revenue (Exceptions include military exchanges and tribal members purchasing appliances for delivery to tribal lands).
 4. Provide a copy of Washington State ID or electric utility bill from last 90 days for proof of residency
 5. Applications for refrigerators must also include proof the appliance was properly recycled/disposed pursuant to state law.
 6. Mail the completed application form, copy of appliance sales receipt and recycler's receipt (if applicable) to the address provided on the form.
- ▶ Rebates will be processed in 4 – 6 weeks. Incomplete or invalid applications will not be accepted and will invalidate the rebate.

Program Status



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- ▶ Purchases of qualified appliances made as of March 15, 2010 will be eligible for the rebate
- ▶ Two phase launch – soft launch started March 15
- ▶ Marketing Campaign to start end of March
- ▶ Program will be assessed and adjustments made as necessary
- ▶ Web-site will track available funds

Utility Participation



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- ▶ How can you help?
 - Encourage customer participation as complement to any existing rebate program (including recycling if applicable)
 - Marketing materials are being provided to utilities for inclusion on website and bill inserts
 - Email sent to utilities with form and sample marketing materials
 - Web Portal available for documenting match

Sample Marketing Materials



REPLACE
+
RECYCLE
=
REWARD\$

CASH FOR APPLIANCES IS HERE! Swap out your old energy-guzzling clothes washer for a new, more efficient qualified model and get back \$100. Recycle your resource-wasting fridge and buy an ENERGY STAR® model and you'll get a \$75 rebate. This cash back is in addition to any incentive offered by your local utility.

ACT FAST. Rebates are available on a first-come, first-served basis beginning March 15, 2010 and are available until funds run out.

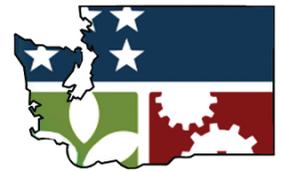
\$100 CASH BACK on clothes washers
\$75 CASH BACK on refrigerators

This rebate opportunity is brought to you by the U.S. Department of Energy and the Washington State Department of Commerce Energy Policy Division.
Images compliments of Whirlpool

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- ▶ Marketing templates to help utilities promote Cash For Appliances, including bill inserts, advertisements, flyers, press releases, branding guidelines and other materials are available at www.CashForAppliancesWa.com
- ▶ Cash For Appliances public service announcements will be playing on the radio

Match Marketing



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- ▶ Utilities that help promote the program receive credit for the marketing they do
- ▶ On a quarterly basis, report your utility's marketing activities through the utility section of the website
- ▶ Even if no marketing activities have been conducted, please report zero
- ▶ First report will be by end of June, 2010
- ▶ If there is no match marketing report for a quarter, the utility won't receive its savings report from the program

Website



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REPLACE + RECYCLE = REWARD\$

Cash for Appliances - Washington

[Home](#) • [Consumers](#) • [Retailers](#) • [Utilities](#) • [Media](#) • [Contact](#)

- ▶ Remaining funds will be updated on the website every morning



The Washington State Department of Commerce Energy Policy Division is administering \$5.6 million in American Recovery and Reinvestment Act (ARRA) rebate funds for the Washington State Cash for Appliances Program. Rebates will be paid to Washington residential consumers who purchase eligible ENERGY STAR® refrigerators and clothes washers and recycle their resource-wasting appliance. Rebates are available beginning March 15, 2010 and are offered for qualified products on a first-come, first-served basis until funds run out! Rebates may be combined with existing utility, retailer or manufacturer rebates.

Qualified Products:

\$100 rebate on high-efficiency ENERGY STAR® clothes washers - Modified Energy Factor (MEF) of 2.46 and above and Water Factor (WF) of 4.0 and below

\$75 rebate on ENERGY STAR® refrigerators with proof of recycling or decommissioning - 9 cubic feet and above

[Rebate Form](#)

[Qualified Products List for Clothes Washers](#)

[Qualified Products List for Refrigerators](#)

[Recycling Information](#) and [Recycling Receipt](#)

[Frequently Asked Questions](#)

The program is expected to result in 15,000 fridges and 45,000 clothes washers being replaced by new efficient models, saving Washingtonians approximately \$1,006,607 in energy costs, and preventing 8042 tons (16,083,192 lbs.) of CO₂.

Total rebate funds available

\$5,607,450

Remaining rebate funds available

\$5,593,450

CONSUMERS

RETAILERS

UTILITIES

MEDIA

Sample Rebate Form



Cash for Appliances Washington Rebate Application

IMPORTANT INFORMATION

Funds are limited and available on a first-come, first-served basis.
Rebate may be combined with existing utility rebates.
Appliances must replace existing models and cannot be first-time purchases.



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QUALIFYING PRODUCTS:

\$100 rebate on high-efficiency ENERGY STAR® Clothes Washers (MEF of 2.46 and above and WF of 4.0 and below)
\$75 rebate on ENERGY STAR® Refrigerators **with proof of recycling or decommissioning** (9 Cubic Feet and above)

BEFORE YOU BEGIN

Incomplete applications will be returned. You may resubmit a completed application, which will be processed in the order received, while funds last. If an application is rejected, funds are not held until an accepted form is processed.

1. ENSURE YOUR ELIGIBILITY

- Appliance must be purchased on or after **March 15, 2010**.
- Appliance must be installed in a Washington residence.
- If appliance is purchased online or out of state, proof of Washington State sales tax is required.
- Additional qualifying customer details are outlined in the Terms and Conditions section.

2. PURCHASE A QUALIFYING PRODUCT

Visit www.cashforapplianceswa.com, call 877-304-9225 or visit your retailer for a list of qualifying products.

3. INCLUDE SUPPORTING DOCUMENTS WITH YOUR APPLICATION **Incomplete applications will be returned.**

- Completed and signed application.
- Itemized purchase receipt indicating retailer name, address and phone number, purchase date and price, product make and model, and Washington State sales tax amount paid.
- Copy of Washington state ID or utility bill (dated 90 days or less from appliance purchase date) that shows current installation address in the State of Washington.
- If applying for a refrigerator rebate, a receipt from the retailer, haul-away company or drop-off site documenting decommissioning or recycling is required. In the case where a receipt is not available, a signature from a representative of the haul-away company or drop-off site is required.

CUSTOMER INFORMATION

ALL FIELDS ARE REQUIRED UNLESS NOTED AS OPTIONAL

CONTACT INFORMATION

Name _____ Daytime phone (_____) _____
(Landlords and property managers are not eligible to receive rebates for rental properties.)

Installation address _____ City _____ State _____ Zip _____

Mailing address _____ City _____ State _____ Zip _____
(If different than installation address)

Phone number (_____) _____

PROOF OF RESIDENCY

Type of State ID or utility bill showing current installation address _____

Utility bill date _____ (must be dated 90 days or less from appliance purchase date)

CLOTHES WASHERS

NEW MACHINE

Manufacturer _____

Model # _____

Serial # on appliance _____

Retail Store where appliance was purchased _____

Date of purchase _____

OLD MACHINE

Model # _____

Serial # on appliance _____

Name of haul-away company or drop-off site (optional) _____

Date of haul-away or drop-off (optional) _____

REFRIGERATORS

In order to receive a rebate for the purchase of a new ENERGY STAR qualified refrigerator, you must provide proof that the existing unit has been taken out of service and recycled or decommissioned in accordance with Washington State disposal laws. A receipt from the retailer, haul-away company or drop-off site documenting decommissioning or recycling is required. In the case where a receipt is not available, a signature from a representative of the haul-away company or drop-off site is required.

NEW MACHINE

Manufacturer _____

Model # _____

Serial # on appliance _____

Retail Store where appliance was purchased _____

Date of purchase _____

OLD MACHINE

Model # _____

Serial # on appliance _____

Name of haul-away company or drop-off site _____

Date of haul-away or drop-off _____

For completion by Representative of haul-away company or drop-off site: (this is required only if a receipt is not available) I certify that this appliance will be removed from the grid (not resold or reused), and recycled or decommissioned according to Washington State disposal laws, including the appropriate recycling of all CFCs.

Representative Signature

Date

ACCEPTANCE OF TERMS

I hereby certify that all information is accurate including claims of customer and equipment information. I have read and agree to all terms and conditions on this application and acknowledge that Washington State may verify all the information provided.

Customer Signature

Date

SEND ENTIRE APPLICATION AND SUPPORTING DOCUMENTS TO:

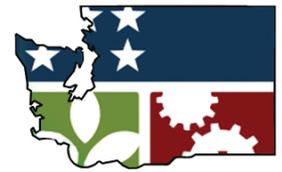
Mailing address: Cash for Appliances – Washington
1400 SW 5th Avenue, Suite 700, Portland, OR 97201

Fax number: 800-687-6176

Attention: Cash for Appliances – Washington

Email: cashforapplianceswa@pecl.org **Subject line:** Last name, First name (of applicant)

Resources



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▶ Contacts

Aimee Brown
Program Manager
PECI Marketing and Fulfillment
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Rebecca Stillings
Program Manager
Department of Commerce, Energy
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rebecca.stillings@commerce.wa.gov

▶ Program Web-Site

- www.cashforapplianceswa.com or www.cashforappliances.wa.gov

▶ Cash for Appliances FAQ

<http://www.commerce.wa.gov/site/1226/default.aspx#c13>

▶ www.ENERGYSTAR.gov

- Listing of eligible appliances

Important Reminder



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- ▶ The rebates ARE NOT available retroactively
- ▶ Rebates are available on a first come, first served basis
- ▶ The rebates are only for the purchase of qualified appliances meeting all eligibility requirements
- ▶ Recycling is required for refrigerators and strongly encouraged for clothes washers
- ▶ Rebates are in addition to utility rebates

Q & A



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▶ Thank you!