



P e c i™

Energy for Change™

Cash for Appliances Washington

Program progress and match
marketing overview – June 8, 2010

Cash for Appliances Washington: Program Unit Goals Review

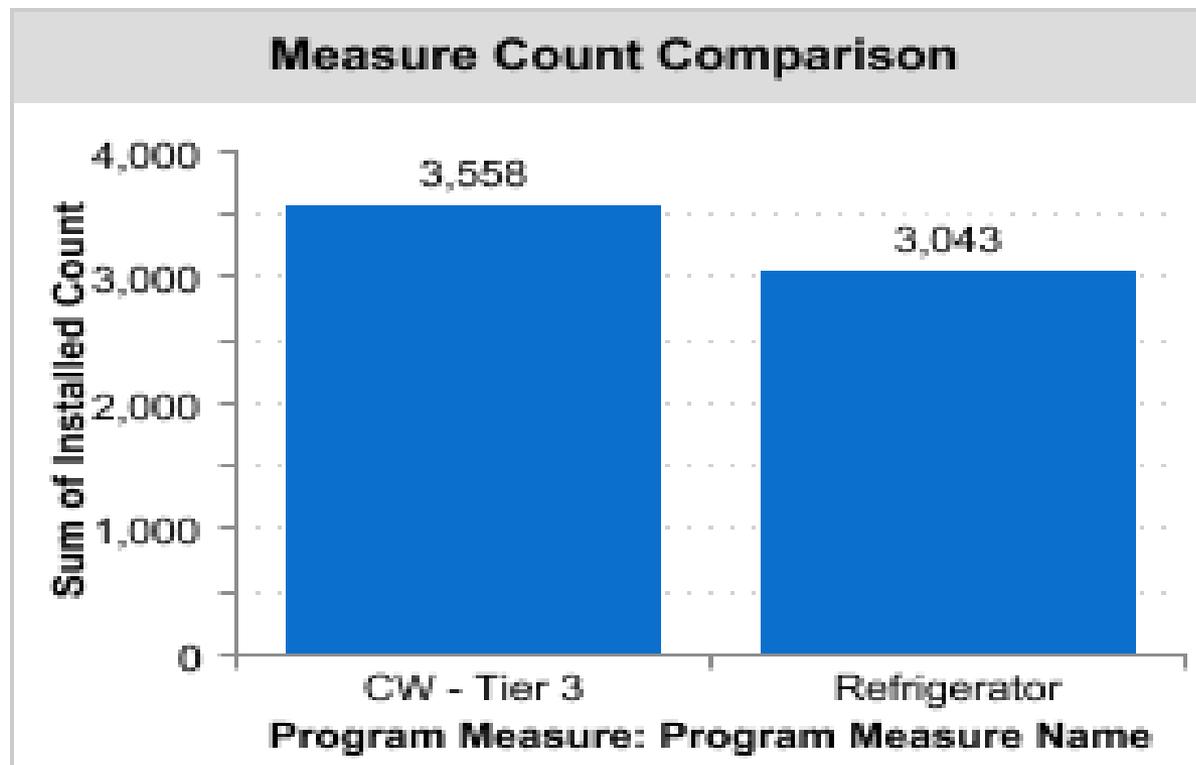
Measures	\$\$	Units	Total	Recycled
CW >2.46	\$100	45,000	\$4,500,000	20,000
RF	\$75	14,766	\$1,107,450	14,766
Total		59,766	\$5,607,450	34,766

Program Objective	Targets
Total Number of Rebates Paid	59,766
Total Number of Appliances Recycled	34,766
Total Annual Energy Savings (kWh)	12,035,430
Total Annual Energy Savings (Therms)	99,000
Total Annual Water Savings (gallons)	355,410,000
Total Annual CO2 Reductions (lbs)	16,083,192
Jobs Created	76



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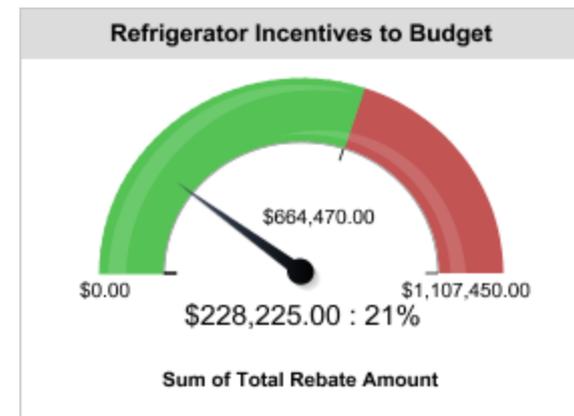
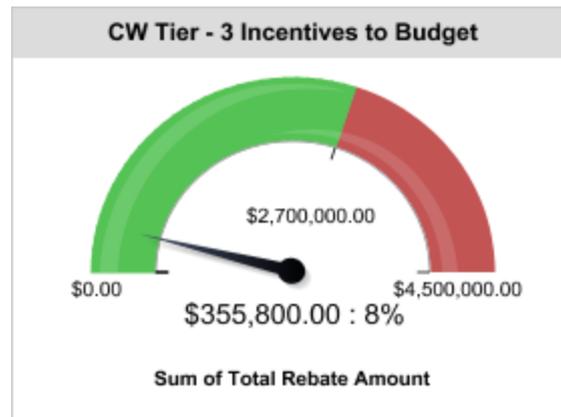
Rebates Processed Status



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Units by Measure

- Clothes Washer Redeemed Units
- Refrigerators Redeemed Units
- Number of apps in the hopper



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Savings YTD

- Savings per Year

- kWh Saved: 1,148,529
- Therms Saved: 7,828
- Gallons Saved: 28,101,084



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Funds Remaining



REPLACE + RECYCLE = REWARD\$
Cash for Appliances - Washington

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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 and decommissioning - 6 cubic feet and above

[Refrigerators](#)
[Qualifying](#)
[Subsidies](#)
[Info](#)
[Qualifying](#)
[to consumers](#)
[Refrigerators](#)
[Utilities](#)
[rebates](#)
[Appliances](#)
[Recycling](#)

The

Total rebate funds available
\$5,607,450
Remaining rebate funds available
\$5,063,975
as of 5/24/2010

CONSUMERS
RETAILERS
UTILITIES
MEDIA

Total rebate funds available
\$5,607,450
Remaining rebate funds available
\$5,052,350
as of 5/25/2010



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Funds Remaining

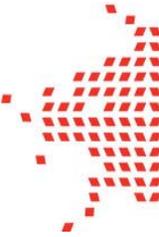


- Cash for Appliances Washington is slated to run until mid 2011
- The program is evaluating participation and the possibility of adding new measures and a phase 2 for the program



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Match Marketing



Available marketing tools

- Materials are available on program website:

www.cashforapplianceswa.com

– Utility and retailer pages

- Features logos, bill inserts, web buttons, fliers, ads, etc.



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Available marketing tools



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- Overview
- Utility Marketing
- Match Marketing

UTILITIES

Utility partners are critical to the success of the Cash for Appliances Washington program. Many of the state's utilities have made in-kind marketing commitments to the State of Washington in order to help get this program launched. The state is relying on you to help spread the news that Cash for Appliances Washington rebates may be layered with appliance incentives you already offer.

In order to make it as easy as possible for you to support the program marketing, Cash for Appliances Washington has a suite of materials available for your use. If you wish to market the program in a manner that has not been provided in the available materials please contact Beth Gillette at bgillette@peci.org.

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Utility Marketing

Branding Guidelines

Cash for Appliances Washington Branding Guidelines for utilities are available [here](#). These guidelines provide information about allowed program logo usage, and language that utilities may use on print and web materials.

All utility created materials should contain the following sentence: Cash for Appliances Washington rebates are funded by the U.S. Department of Energy.

Logos

[Print logo - color](#)

[Print logo - black](#)

[Web logo color](#)

[Web logo black](#)

Bill Inserts

[Bill insert - Version 1 - color](#)



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Sample marketing pieces



REPLACE + RECYCLE = REWARDS\$

Swap out your old energy-guzzling clothes washer for a new, more efficient qualified model and get back \$100.

Replace and 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 other utility rebates!

Get details at cashforapplianceswa.com.

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



REPLACE + RECYCLE = REWARDS\$

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



Match marketing

- Match marketing is any marketing activity you do for your utility that also incorporates Cash for Appliances Washington information
- Examples include: bill inserts, mentions in newsletters, advertisements, materials at events, etc.



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Reporting match marketing

- Information and directions are on the Utilities page on cashforapplianceswa.com
- Download the spreadsheet on this page
- Record activities in the spreadsheet
- Save and email to bgillette@peci.org



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Reporting match marketing

	B	C	D	E	F	G
2	Utility Marketing Efforts					
3	Marketing activity	Details	Mar-10	Apr-10	May-10	Jun-10
4	Utility Website Posting	Number of Monthly Unique Visitors:				
5		Timeframe (months):				
6		Number of Pages:				
7	Bill Stuffer	Number of Homes Reached:				
8		Timeframe (months):				
9	Sentence on Bill	Number of Homes Reached:				
10		Timeframe (months):				
11	Utility-Generated Social Media Mentions	Number of Mentions:				
12		Timeframe (months):				
13		Timeframe (months):				
14	Print Ads	Publication:				
15		Circulation:				
16		Ad cost:				
17		Number of Visits:				
18	Field Contact with Retailers	Timeframe (months):				
19	Articles in Utility Newsletters	Number of Views:				
20		Timeframe (months):				
21	Promotional Mentions in Events/Contests	Number of People Reached:				
22		Timeframe (months):				
23		Type of Event:				
24	Direct Mail	Number of Homes Reached:				
25		Timeframe (months):				
26						



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Upcoming program deadlines

- By June 15, 2010, utilities are required to report match marketing activities that took place between March 1, 2010 and June 10, 2010.
- Utilities that have not performed match marketing activities in that time period are still required to report.
- The next reporting period will collect activities that took place between June 11, 2010 and September 10, 2010. This report will be due September 15, 2010.



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Receiving savings and match reports from program



- After receiving your match marketing information, you will receive a report outlining savings and match information for the Cash for Appliances Washington program

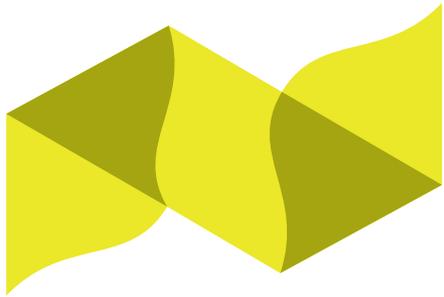


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Questions



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