



Florida Energy & Climate Commission

ENERGY STAR Appliance Rebate Program

September 29, 2009



ENERGY STAR Appliance Rebate Program

- Funded through the American Recovery and Reinvestment Act
- Florida was awarded **\$17,585,466**
- **Purpose:** To save energy & stimulate the economy by encouraging consumers to replace old appliances with new ENERGY STAR qualified models



ENERGY STAR Appliance Rebate Program

Three documents to move forward on today:

- Draft Rule
 - Required by Legislature
- Comprehensive application package work-plan to DOE
- Request for Proposal
 - To hire a third party program administrator



ENERGY STAR Appliance Rebate Program

For the draft rule:

- Held two workshops, one on August 10 and the other on September 16, 2009.
- Received public and written comments.
- Developed draft rule.



ENERGY STAR Appliance Rebate Program

Draft Rule Considerations:

- U.S. DOE requirements
 - Residential single family only
 - Tables to select appliances
 - Recycle
 - Don't duplicate other rebates
- Budget constraints
- Public input



ENERGY STAR Appliance Rebate Program

Budget Constraints:

- States are required to provide 50% of the administrative costs of the program
- Legislative cash allocation of \$150,000
- Remaining match from our partner's in-kind efforts
 - Utilities, retail stores, manufacturers, and environmental organizations
 - Advertising/marketing investment



ENERGY STAR Appliance Rebate Program

The products eligible for this rebate program are only qualified ENERGY STAR appliances purchased in the state of Florida, for personal use by an individual.

Florida's qualified ENERGY STAR Appliances:

- Gas Tankless Water Heaters
- Room Air Conditioners
- Clothes Washers
- Refrigerators
- Dish Washers
- Freezers



ENERGY STAR Appliance Rebate Program

To Receive a Rebate:

- Qualified appliance must be purchased in Florida
- Consumer must provide original proof of purchase along with the rebate application
- Must be purchased during the designated period
- Rebate must be mailed to a Florida address



ENERGY STAR Appliance Rebate Program

DECISION NEEDED

On the Rebate Amounts

3 Methodologies to Choose From

Choice 1: Rebate a flat 20% of the product price, before tax.

- ✓ Optional \$50 extra if it is a tier three appliance



ENERGY STAR Appliance Rebate Program

Choice 2: Rebate a fixed amount
based on pretax price point:

- Up to \$500 = \$50 rebate
- Between \$501 and \$750 = \$150 rebate
- Between \$751 and \$1,000 = \$200 rebate
- Above \$1,001 = \$300 rebate



ENERGY STAR Appliance Rebate Program

Choice 3: Rebate an amount based on the appliance type:

- Gas Tankless Water Heaters - \$300
- Room Air Conditioners - \$50
- Clothes Washers - \$200
- Refrigerators - \$300
- Dish Washers - \$200
- Freezers - \$200



ENERGY STAR Appliance Rebate Program

Propose placing a cap on the total amount of monies rebated to a consumer at \$1,500, in order to ensure the benefits will reach many consumers and not just a few. That cap would allow a consumer to buy one of each appliance under Choice 3 and still be under the cap.



ENERGY STAR Appliance Rebate Program

Product Recycling

- Not mandatory but strongly encouraged
- Offer an additional **\$75** for proof of recycling
 - On receipt a note of new product delivery and old product pickup
 - Receipt from landfill for delivery of old appliance
- Recycled product must be the same type (dish washer to dish washer) as the newly purchased product to receive recycling credit



ENERGY STAR Appliance Rebate Program

Program Duration

- From April 16, 2010 to April 25, 2010
- Earth Day April 22nd
- Until the money is gone

On our website and the Program Administrator's website and on the rebate application it will state there is no guarantee of a rebate, when the funds are depleted the program ends.



ENERGY STAR Appliance Rebate Program

Program Administrator

The Florida Energy and Climate Commission will release a request for proposal to hire a third party administrator within the next few weeks. The RFP will be based on this rule.



ENERGY STAR Appliance Rebate Program

Advertising and Promotion

- The Program Administrator will do no advertising or promotion
- Our voluntary partners in the program will do the advertising and promotions
 - Retail stores/ manufacturers
 - Utilities (electric and natural gas)
 - Environmental groups
- We are requesting a letter of commitment from our partners on their estimated in-kind investment



ENERGY STAR Appliance Rebate Program

Applications

- Must be submitted by consumers in hard copy via mail
- Must be an original store receipt, no photocopies
- Rebates are limited to one ENERGY STAR appliance type per address
- Evidence of recycling must also be included if recycling adder is requested



ENERGY STAR Appliance Rebate Program

Next Steps:

- FECC approves final rule draft
- Rule must be advertised per administrative procedures
- Submit comprehensive application to DOE by Oct. 15
- Release a Request for Proposal in October for a Program Administrator



ENERGY STAR Appliance Rebate Program

Three Motions today:

1. Approve the draft administrative rule as amended
2. Authorize Staff to file the Comprehensive Application to DOE by October 15, 2009
3. Authorize Staff to proceed with the issuance of an RFP for the Program Administrator