

Triennial Plan II: Straw Proposal Appliance Rebate Program

**Stakeholder Input Meetings
7/19/2012**



Agenda

9 to 12

- Residential Lighting Program
- Appliance Program
- Residential Low-income Program

1 to 4

- Refrigerator Recycling
- Residential sector training



Residential Appliances

- Opportunity
 - ~15k refrigerators / year
 - ~15k clothes washers/yr
 - ~3k dehumidifiers/yr
- Cost Effectiveness = 1.49
- Feasibility = high (2M CFL's/yr last 2 years)



Residential Appliances

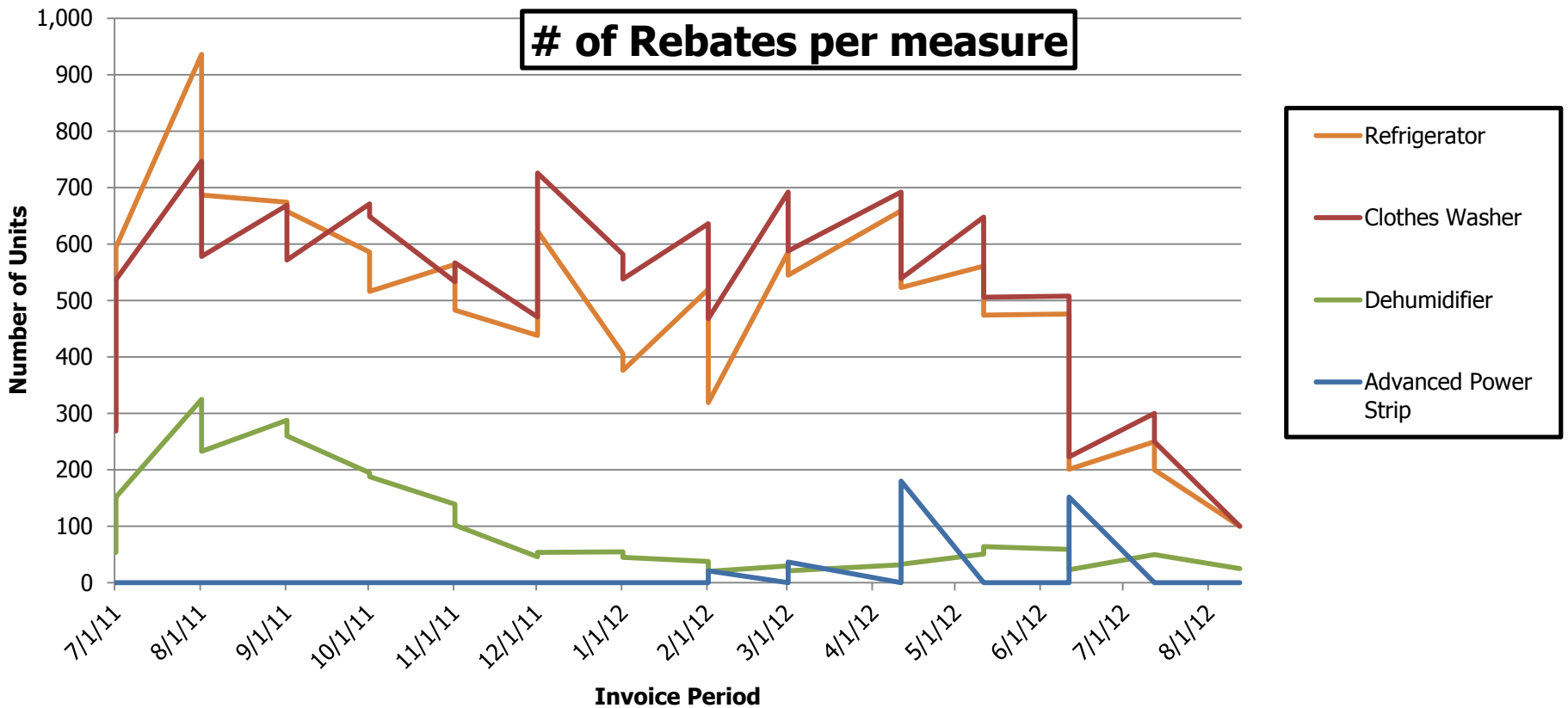
- **Program delivery and incentive mechanism**
 - Retail coupon
- **purpose:** “buy” a conversation with sales person about Energy Star
- **Program stage:** mature
- **target market :** all Maine consumers
- **marketing/outreach plan:** in-store POP
- **experience from other states:** well proven



Residential Lighting

- **Market Barriers & Challenges**
 - Primary: Up-front cost
 - Secondary: awareness

FY2012 Results



Residential Appliances – Recent Results

Metric	Results of FY12 Programs
Total Participants	30k units
Efficiency Maine Costs	\$ 1.7M
Lifetime MWh Savings	56k
Lifetime \$ Savings	\$ 8.8M (including delivery)
B/C Ratio	1.49 (annual report)



Residential Appliances

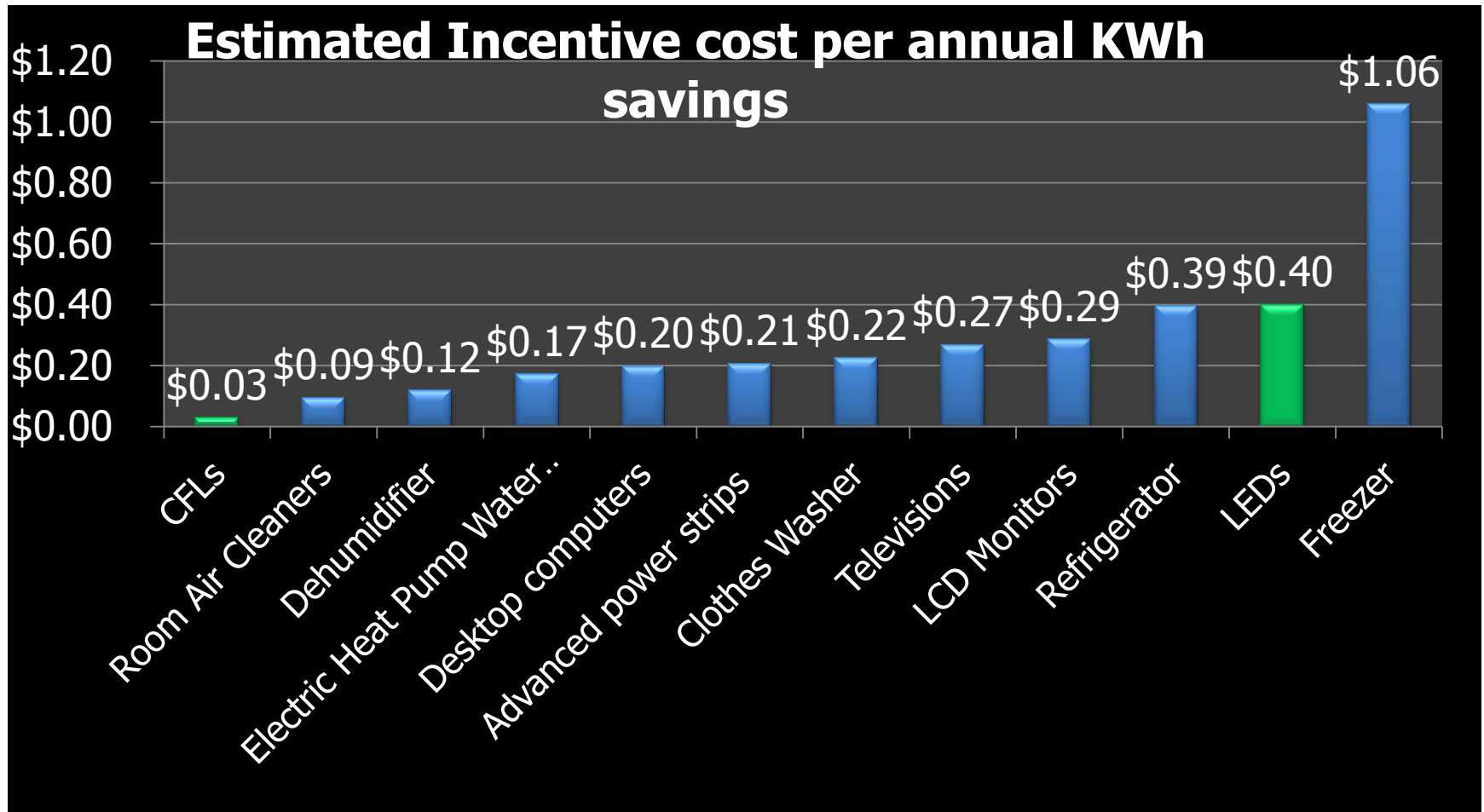
- **Program FY2013 Budget** \$0
- **Program FY2014 Budget** \$0

Residential Appliances

- **Staff Recommendation** - Fully fund based on balance of:
 1. cost-effectiveness
 2. Utility cost test (bang for our buck)
 3. Size of opportunity (clothes washers vs air cleaners)
 4. Feasibility (LED's vs APS's)



Other possible measures



Residential Appliances

- **Staff Request for Specific Input**

- Other measures?
- How balance TRC vs total savings (how big an incentive?)
- How prioritize ease of savings capture vs need for education (e.g. complex heat pump water heaters vs Energy Star PC's?)

Residential Appliances

- **Stakeholder Input**
 - ask for input/ideas from stakeholders

Please Share Your Ideas:

Send Written Comments to:

Email – efficiencymaine@efficiencymaine.com

Post – **Triennial Plan Comments**
151 Capitol Street, Suite 1
Augusta, ME 04330



Latest that comments will be considered is August 15.