

KEEP COOL

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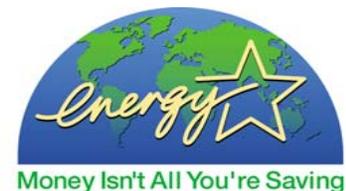


Overview

- Goals of the Keep Cool Air Conditioner Program
- Brief summary of the first two years
- Advertising Campaign
- Program Implementation
- Questions

Statewide Partnership

Cooperative effort between NYSERDA, Long Island Power Authority (LIPA), New York Power Authority (NYPA), New York State retailers and RAC manufacturers



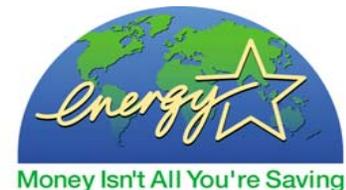
Program Goals

- Control and reduce load on New York State's utility systems
- Mitigate the impacts of electricity price increases
- Increase overall knowledge of energy efficiency
- Invigorate market transformation by the further penetration of Energy Star[®] room air conditioners (RACs) into the market



Program Results

	2000	2001
Start Date	6 /21 /01	5 /1 /01
Participating Retailers	205	400
Drop-off Sites	44	152
Hotline Calls	1,228	62,157
Website visits (www.getenergysmart.org)	3,000	35,000
Units turned-in	721	38,206



Program Results

- 13 MW estimated reduction due to RAC replacements and CFLs
- 2 – 10 MW estimated due to behavior changes

Program Changes

- Different start date
- Focus on recruiting retailers as drop-off sites and not CBOs
- Change in approach of the multifamily sector
- Website redesign
- Special Promotions in Target Markets (compact fluorescent bulbs and RAC timers)

Program Planning

Planning for the 2001 program included:

- Research of the New York RAC Market
- Focus groups with retailers
- Focus groups with multifamily owners/managers
- Discussions with manufacturers regarding product availability, rebates, etc.



Advertising

- New York State Residents, ages 25-54
- Spanish (NYC)
- Television, Radio, Print, Collateral
- Press
- Cooperative ads with retailers



Program Implementation

- Consumer Hot Line
- Retailer Training
- Advertising
- Incentives
- Recycling/demanufacturing



Hotline - Operation

- 1-877-NYSMART (1-877-697-6278)
- Operating Hours
 - May 1-September 20, 2001
 - M-F, 7:00am-9:00pm; Sat/Sun 9:00am-5:00pm
 - September 21-December 31, 2001
 - M-F, 8:30am-5:00pm
- Staffed with 8-15 operators, number dependant upon volume
- Received 61,590 calls through Sept. 15

Hotline - Types of Calls

Consumer calls

- Participating retailers and drop off sites
- Qualifying room air conditioners (RACs)
- Payment questions
- Timer coupon requests
- General program questions

Retailer calls

- Need pickup of old units
- Need materials (POP, applications, timers)
- Customer-related concerns

Training/Retailers & Drop-Off Sites

- Program procedures
 - Information about qualifying RACs
 - POP, applications, etc.
 - Responsibilities
 - MOU
- **Ongoing reinforcement throughout program
- **Additional support as needed



Recycling

Old units picked up by de-manufacturing company

Log sent to Aspen; unit delivered to warehouse

Process for de-manufacturing

- RAC is shelled
- CFC's evacuated
- PCB capacitor located and removed
- Power cords removed and recycled
- Aluminum and copper removed and recycled
- Steel sent to shredder

Bounty Payment Process

Application Information

- Confirm purchase of new ENERGY STAR® RAC
- Confirm application is complete
- Enter into ACCESS database

Pickup Log Information from

- Retailer/drop-off site
- De-manufacturing company



Bounty Payment Process (cont'd)

Control number matches on:

- Application
- Pickup log

Voucher generated for:

- Consumer payment of \$75 per application
- Retailer/drop-off site of \$25 per turn-in

Voucher sent to NYSERDA weekly

NYSERDA issues checks weekly



Timers and CFLs

NYC mailing (June 13-July 10)

- Letter from Governor Pataki with energy efficiency and conservation tips
- Coupon for free timer
- CFL buy one/get one free offer

Timers distributed to 150 retailers in NYC

- 34,854 timers distributed to retailers

2 for 1 CFL offer on web site

144,000+ cfls sold through letter and web site offer



QUESTIONS?