



**Saving More with ENERGY STAR®**

# **National Symposium on Market Transformation**

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# PG&E Energy Efficiency Programs

- 30 Years of Energy Efficiency Programs
- History of Supporting and Promoting ENERGY STAR®
- Longtime Member and Supporter of CEE
- Paid \$23M in Downstream Rebates
- Paid \$48.8M in Rebates for Mass Market Programs in 2006
- Customer Energy Efficiency Paid \$63.7M in Total Rebates in 2006

# Benefits of Tiered Program Design

- **Increases Participation**
- **Provides Options**
- **Educates Customer**
- **Linking Tiered Program to Established Brand Magnifies**

## Advantages of Both:

- **Brand Recognition of ENERGY STAR®**
- **Multiple Higher Efficiency Levels of CEE**

# ENERGY STAR® Save More Pilot

- **Western Appliance**

- Regional Appliance Retailer with 10 stores in the SF Bay Area
- Actively Promotes ENERGY STAR® Appliances
- Currently Enrolled in Instant Rebate Program with PG&E for Clothes Washers and Dishwashers
- Can provide Instant and Ongoing Feedback for Pilot “Save More” Program



# 2006 Total Rebates by Tier

- **Total:**
  - Level 1 Clothes Washer (\$35): 8,295
  - Level 2 Clothes Washer (\$75): 43,862
  - Level 1 Dishwasher (\$30): 9,866
  - Level 2 Dishwasher (\$50): 3,224
- **Western Appliance:**
  - Level 1 Clothes Washer (\$35): 770 (9% of Total)
  - Level 2 Clothes Washer (\$75): 2,680 (6% of Total)
  - Level 1 Dishwasher (\$30): 1,650 (17% of Total)
  - Level 2 Dishwasher (\$50): 533 (16.5% of Total)

# Contacts

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# Questions and Answers

