



ENERGY STAR[®] Most Efficient Program Southern California Edison (SCE)

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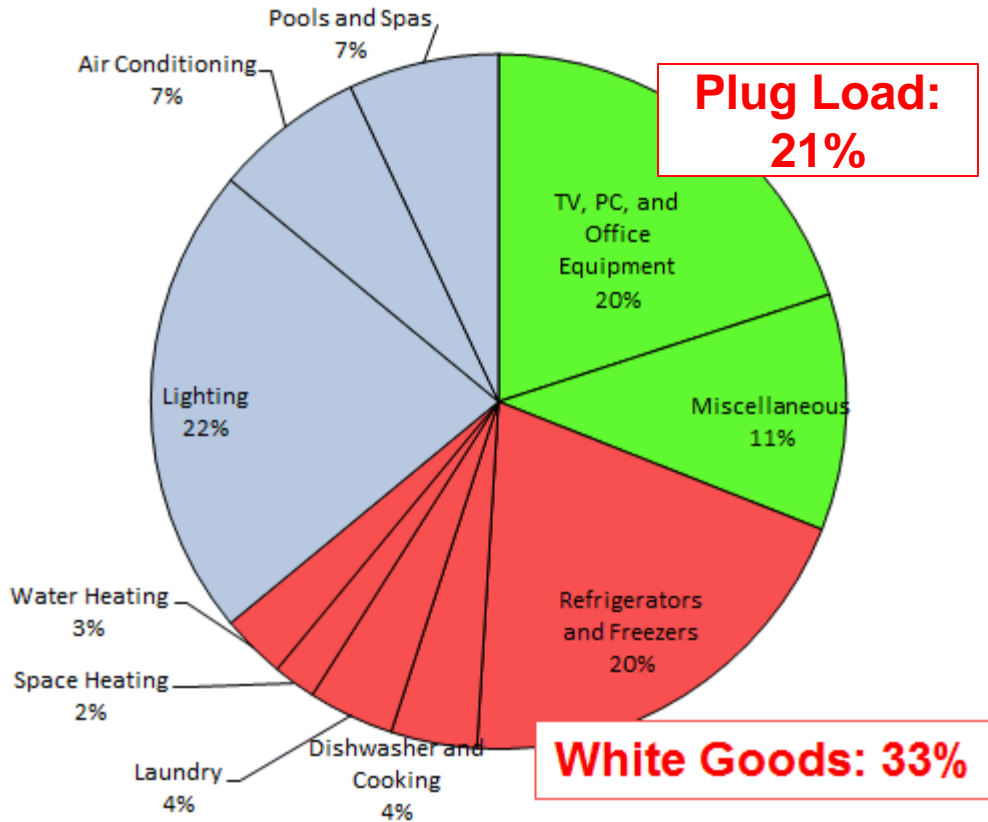
About Southern California Edison



- ❑ One of the nation's largest investor-owned utilities
- ❑ Service Area
 - ❑ 50,000 square miles
 - ❑ Over 430 cities and communities
- ❑ Customers Served
 - ❑ Nearly 14 million residents
 - ❑ 4.9 million residential customer accounts.
- ❑ Industry leader in renewable energy, energy efficiency, electric transportation, smart grid and smart metering.

California Market Characterization

Residential Energy Usage



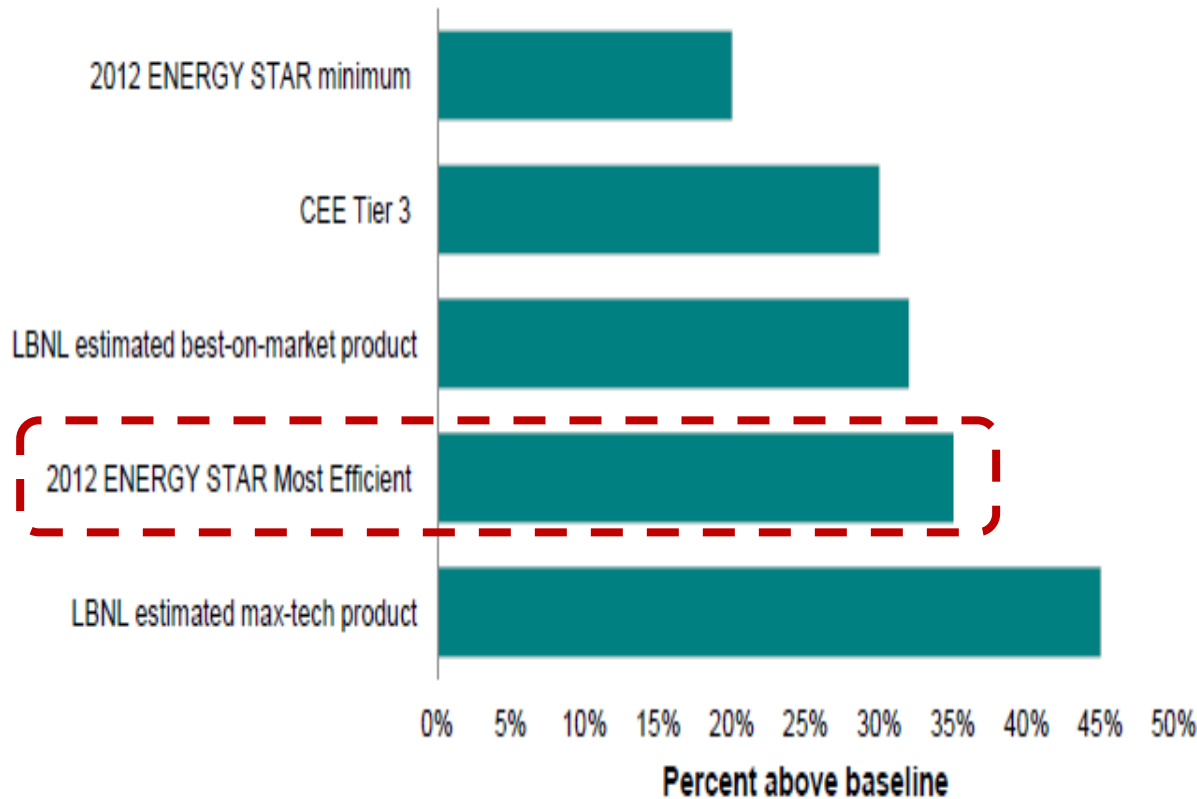
Source: 2009 Residential Appliance Saturation Survey

Challenges:

- ❑ While the perceived addressable market for white goods is large (33%), the number of cost effective appliance measures are few
- ❑ Up to 50% of the home is potential for the incentive programs to influence.

Appliance Saturation

Figure 5.1: Refrigerator Savings Potential, Percent above 2012 Baseline



- As a result of high saturation levels for ENERGY STAR products (e.g., refrigerators), incentive programs need to move to higher tiered levels (e.g., Most Efficient)



Program Objectives

- Improve Program Attribution.
- Develop a more cost effective program.
 - Prior to 2012: \$50 rebate - ENERGY STAR® refrigerators.
 - 2012: Tiered incentive:
 - \$75 rebate for Most Efficient ENERGY STAR® refrigerators.
 - \$35 rebate for ENERGY STAR® refrigerators.
 - Rebates are available through Mail-in, Online and Instant Point of Sale (POS).
- Effectively influence customers to purchase the “Most Efficient” products.

Why SCE Chose Most Efficient

- High penetration of ENERGY STAR® Refrigerators.
- Studies for California show high awareness of ENERGY STAR®.
- Simple transition from the current designation.
- Straightforward to explain the products on this list are the Most Energy Efficient.



Most Efficient Campaign Objectives

- Deploy attention-getting, cohesively themed suite of merchandising point-of-purchase (POP) materials .
- Placement at over 250 retail locations
- Retailer, SCE, ENERGY STAR® logos including “Most Efficient”
- One-hour in-store retail sales training visits
- Store leave-behinds include a one-page program summary including information on ENERGY STAR® qualified refrigerators



In-store Retail POP Material

ASK US ABOUT FRESH SAVINGS



GET A \$75 REBATE*
 Buy a new ENERGY STAR® Most Efficient refrigerator.

EARN A \$35 INCENTIVE
 For recycling your old refrigerator or freezer.

FREE PICK-UP OF YOUR OLD REFRIGERATOR
 To be recycled in an environmentally friendly way.

SAVE UP TO \$180 A YEAR**
 In energy costs by getting rid of a second or spare refrigerator.

Talk to a store associate today. You can also visit sce.com/Lowes or call 1-800-736-4777.




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COOL REFRIGERATOR REBATES AND SAVINGS



\$75 REBATE
 Buy a new refrigerator that's one of ENERGY STAR's® Most Efficient and get an instant \$75 rebate.

\$35 REBATE
 Buy a new ENERGY STAR®-qualified refrigerator and get an instant \$35 rebate.

Simply present this coupon upon checkout.

Get \$35 more Plus free pickup! Earn an additional \$35 when you recycle your old, working refrigerator or freezer. Plus we'll haul it away for free!

Go to sce.com/Sears or call 1-800-234-9722 to schedule your free pickup.




GET A **\$35 REBATE**

When you buy an ENERGY STAR®-qualified refrigerator.




See your store associate for details.

GET A **\$75 REBATE**

This refrigerator has received the ENERGY STAR® Most Efficient designation!

See your store associate for details.




Most Efficient Implementation Challenges

- Many of the models that qualify for Most Efficient were not on the list.
- Legacy models qualified before 2011 and not certified by EPA certification bodies are ineligible for ME Designation.
- Most Efficient recognition criteria is complicated for the customers and non-industry people to understand.
- List of Models – Not available to public.
- Training Store Associates on which Most Efficient Models qualify for the higher rebate.

Program Implementation Summary

Recommend creating requirements that meet the following criteria:

- Keep it Simple:
 - Decision makers should create “simple customer friendly” requirements.
 - Requirements should be easily explained on one page handouts.
- Consider who is actually going to be selling the product.
 - Sales Associates with basic industry knowledge.
 - Consider retail has high turn-over rates.
- Keep product placement in mind
 - Products are sold at retail and online.
 - Develop a simple “One line” sayings that can be used by store associates and implementers to explain the designation.



Questions?