

# STATE ENERGY EFFICIENT APPLIANCE REBATE PROGRAM



The 2009 American Reinvestment and Recovery Act (ARRA) gave unprecedented funding to all 50 U.S. states, five territories, and the District of Columbia to provide rebates for energy-efficient appliances. This money was funneled through the U.S. Department of Energy (DOE), which hired D&R International to help DOE and the states develop, implement, and evaluate the State Energy Efficient Appliance Rebate Program (SEEARP).

SEEARP: A COMPLEX PROGRAM	
Program Funding	\$300 million
State Energy Offices	56
Partners (Manufacturers, Retailers, Recyclers, Government Agencies, and Nonprofits)	433
Product Categories	16
Rebates Issued	1.6 million

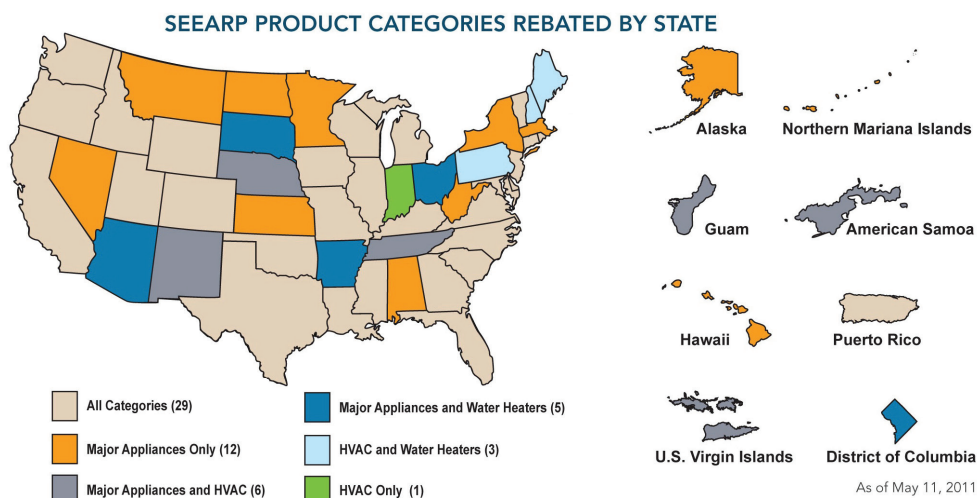
\* Through March 31, 2011

## THE CHALLENGES

**Building from the ground up** – For the first time ever, the federal government provided millions of dollars to a federal agency to institute a rebate program in all 56 states and territories, many of which had never instituted a rebate program before.

**Complexity** – Coordinating 433 retailers, manufacturers, and utilities and 56 state energy offices (SEOs) with 56 unique program plans to rebate 16 kinds of efficient products was a complex task.

**Timing** – Hoping to provide some relief from the recession, DOE aimed to get the rebates into the hands of consumers as quickly as possible. This meant quick—but precise—execution of a first-time program.



As of May 11, 2011

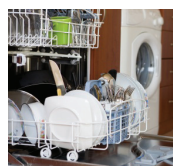
## THE SOLUTIONS



**Strategic planning:** Which products could states rebate? Which would yield the greatest energy savings? Which would generate the greatest sales? D&R helped DOE prioritize among a broad range of appliances to focus on those that would provide the biggest benefits to the economy and the environment. D&R also helped DOE define rules for the program to ensure that the states used the funds effectively.

**Market coordination:** Serving as the liaison for 56 SEOs, hundreds of manufacturers, retailers, utilities, and recyclers, and one federal agency required careful planning and clear communication. D&R was at the center, ensuring that guidance from DOE was communicated to the SEOs, and that SEO

concerns were communicated to DOE. D&R also connected states with rebate processors, retailers, manufacturers, utilities, recyclers, and other government agencies.



**Programmatic support:** To many SEOs, administering a rebate program was an entirely new task, and many offices didn't have enough staff to run the program on their own. D&R helped states develop programs from the ground up, helped states develop and review their budgets, gathered and analyzed data, and provided fact sheets and state spotlights to communicate results. D&R is also compiling the results by state and by product to ensure the accurate reporting and evaluation of program data.

THE RESULTS

SEEARP has been a boost to the economy during the recession when the nation desperately needed it. The program has put more people to work, moved more product, and helped thousands of consumers afford energy-saving products they wouldn't have been able to otherwise. It has also raised state sale tax revenues, providing much-needed revenue to state budgets.

THE RESULTS	
<b>Estimated Annual U.S. Energy Savings</b>	1.5 billion BTU
<b>Estimated Annual U.S. Energy Cost Savings</b>	\$62 million
<b>Consumer Spending Generated</b>	\$1.8 million
<b>Estimated State Sales Tax Generated</b>	\$102 million

\* Final data will be reported as states close their programs.

- "I do think the Appliance Rebate Program has had the fastest turn-around time on a variety of issues of all the ARRA programs." – **Walt Auburn, Director, Energy Efficiency, Maryland Energy Administration**
- "You were a huge help when we needed to redesign the program, and the changes that were made ensure a smooth process.... Thanks again for all your help – it was great to pump almost \$1 million into the RI economy in less than a day." – **Charles Hawkins, Planning and Outreach Coordinator, Rhode Island Office of Energy Resources**
- "Many Nationwide Marketing Group members have reported standing-room-only crowds, Black Friday-like floor traffic, and highest sales days and weekends in their store history." – **Richard Weinberg, Vice President, Appliance Merchandising, Nationwide Marketing Group**
- "We've taken [nearly \$8.9 million in] federal funds and turned that into \$64 million in retail sales." – **Seth Efron, Communications Director, North Carolina State Energy Office**
- "This is the first time I can afford a new appliance." – **Kansas consumer**



Click on the map at [www.energysavers.gov/rebates](http://www.energysavers.gov/rebates) to learn more about each state's program.

DESIGNING YOUR OWN REBATE PROGRAM? LET US HELP YOU.



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