

## DOCKETED

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<b>Project Title:</b>	Water Energy Appliance Rebate Program
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<b>Filer:</b>	Jack Bastida
<b>Organization:</b>	California Energy Commission
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CALIFORNIA ENERGY COMMISSION

# Staff Workshop

## California's Drought Response

### California Energy Commission Department of Water Resources

Elihu M Harris State Office Building  
1515 Clay Street, Room 2  
Oakland, California

Thursday, July 16, 2015  
1:00 p.m. – 4:00 p.m.





## Workshop Agenda

- Welcome and Background
  - Christine Collopy, California Energy Commission
- California Energy Commission – Jack Bastida
  - Water Appliance Rebate Program Draft Guidelines
  - Water Appliance Direct Install Program
- Department of Water Resources – Diana Brooks
  - Toilet Rebate Program
  - Turf Replacement Program
- Public Comments and Questions



## Background



- April 1, 2015 - Governor Brown orders the first ever statewide mandatory water reductions (Executive Order B-29-15)
- Energy Commission ordered to:
  - Expedite applications for alternate water supply for power plant operations
  - Implement Water Energy Technology (WET) program
  - Establish standards for more efficient water appliances
  - Implement statewide appliance rebate program



# Water Appliance Program

**Proposed \$30 million**

## Phase 1

### Appliance Rebates

- ✓ Clothes washer rebates for \$100
- ✓ Starts with online application
- ✓ Instant rebates (at retailer)  
*coming soon*
- ✓ Partner and leverage existing programs – layering rebates
- ✓ Easy participation

## Phase 2

### Direct Install

Target Disadvantaged Communities

- ✓ Showerheads
- ✓ Kitchen faucets
- ✓ Bathroom faucets
- ✓ Dishwashers
- ✓ Clothes washers



## Appliance Program: Tentative Schedule

Step	Date
Rebate Program <i>Draft</i> Guidelines Public Workshops	July 15-17, 2015
Energy Commission adopts Rebate Program Guidelines	July-August 2015
Launch Rebate Program (pending budget authority)	Summer 2015
Direct Install <i>Draft</i> Guidelines Public Workshops	Late Summer 2015
Launch Direct Install Program	Fall 2015



# **Appliance Rebate Program Draft Guidelines**

**Jack Bastida  
California Energy Commission**



## Rebate Program Draft Guidelines

### Funding

- Proposed funding source: Greenhouse Gas Reduction Fund (GGRF) administered by the Air Resources Board
- Awarded first-come, first-served to eligible residential consumers who purchase qualified clothes washers during the rebate offer period
- Rebates may be combined with other currently available rebates (such as utility, manufacturer, and retailer programs), if permitted by those offerings





## Rebate Program Draft Guidelines

### Eligible Appliance

- Phase I – Clothes Washer Rebates
- Eligible clothes washer criteria:
  - ENERGY STAR® compliant
  - Listed in Energy Commission's Appliance Efficiency Database



## Rebate Program Draft Guidelines Eligible Appliance (continued)

### ENERGY STAR® criteria for residential clothes washers\*

Product Type	Current Criteria Levels (as of March 7, 2015)
ENERGY STAR Residential Clothes Washers, Front-loading (> 2.5 cu-ft)	IMEF $\geq$ 2.38 IWF $\leq$ 3.7
ENERGY STAR Residential Clothes Washers, Top-loading (> 2.5 cu-ft)	IMEF $\geq$ 2.06 IWF $\leq$ 4.3

\*Source: [https://www.energystar.gov/index.cfm?c=clotheswash.pr\\_crit\\_clothes\\_washers](https://www.energystar.gov/index.cfm?c=clotheswash.pr_crit_clothes_washers) 9



## Rebate Program Draft Guidelines

### Rebate Redemption

### \$100 per Clothes Washer

- 1. Online rebate** – Purchase eligible appliance, complete simple online rebate application, upload proof of purchase
- 2. Mail-in rebate** – Purchase eligible appliance and mail-in application with proof of purchase  
*(available for customers without Internet access)*
- 3. Instant rebate** – Purchase eligible appliance and receives instant rebate at point of sale



## Rebate Program Draft Guidelines

### Rebate Criteria

- For an **in-store purchase**, customer must:
  - Purchase a new, eligible clothes washer from a participating retailer
  - Make purchase and redeem rebate within the specified rebate offer period (*first-come, first-served*)
  - Be a California resident with a valid California address
  - Install the appliance at a valid California residence



## Rebate Program Draft Guidelines

### Rebate Criteria (continued)

- For an **online purchase**, customer must:
  - Buy from an online participating retailer with a physical location in California
  - Have an installation address in California
  - Take delivery at a California address or pick up in a California retailer



## Rebate Program Draft Guidelines

### Rebate Criteria (continued)

- For both **in-store purchase** and **online purchase**:
  - Submit a completed rebate application within 90 days of the date of purchase and include proof of purchase
  - If application is incomplete, customer has 30 days to complete application or may need to re-apply



## Rebate Program Draft Guidelines

### Program Restrictions

- Rebate limited to one clothes washer per California residential address
- For **online rebates** and **mail-in rebates**, appliance must be installed in the residence prior to submitting rebate application
- Rebates awarded *first-come, first-served* while funds available
  - **Online rebates** based on the online submittal date of a complete rebate application
  - **Mail-in rebates** based on postmark of the application
  - **Instant rebates** based on the in-store purchase date



## Rebate Program Draft Guidelines Program Restrictions (continued)

- **Online rebate** and **mail-in rebate** applications submitted outside specified rebate offer period will be disqualified
- **Instant rebates** will be credited to the purchaser's retail price at the point-of-sale
- Qualifying appliances may not be resold
- Replaced appliances must be recycled in accordance with local rules of the city and county of the residential address





## Rebate Program Draft Guidelines

### Proof of Purchase

- “Rebate Application” for an **online rebate** or **mail-in rebate** may include:
  - Purchaser information (name, mailing address, physical address of installed appliance, telephone number, and email address)
  - Copy of original purchase receipt, rebate receipt, or paid invoice with date and retailer location (full mailing address) of the purchase
  - Appliance information (type, brand, model number, and/or serial number)
  - Purchaser type (property owner or renter)



## Rebate Program Draft Guidelines

### Proof of Purchase (continued)

- Proof of purchase for **instant rebates** may consist of the following elements:
  - Purchaser information (name, mailing address, address of installed appliance, telephone number, and email address)
  - Acknowledgement of Rebate Program Terms and Conditions
  - Purchaser type (property owner or renter)
  - Retailer to provide appliance information (type, brand, model number, and/or serial number)



## Rebate Program Draft Guidelines

### Rebate Processing

- Customer submits rebate application:
  - Online through program Website
  - Mail-in for those with no Internet access (contact toll-free Customer Service Call Center)
- Rebate Administrator:
  - Receives rebate application
  - Verifies application satisfies program rules
  - Mails rebate check to consumer



## Rebate Program Draft Guidelines

### Rebate Processing (continued)

- Rebate Administrator:
  - Hosts toll-free Customer Service Call Center
  - Tracks Rebate Program progress including rebate expenditures and remaining program funds
  - Advertises when rebate funds are running out
  - Tracks water and energy savings, and greenhouse gas reduction benefits
  - Rejects claims when Rebate Program funds are exhausted
  - Establishes a waiting list for outstanding rebate applications, if necessary



## Rebate Program Draft Guidelines Reporting

- Rebate Administrator:
  - Submits monthly progress reports and a final report to Energy Commission
  - Tracks and reports metrics including, but not limited to:
    - Water and energy savings, and greenhouse gas reductions
    - Appliance models rebated
    - Number of online and mail-in applications received and processed
    - Number of instant rebates issued
    - Rebate funds issued for each rebate type: online, mail-in, instant



## Rebate Program Draft Guidelines Additional Program Rules

- Program Extensions
- Random Financial Audits, Record Retention, and Access to Facilities
- Enforcement Action
  - Recovery of Overpayment
  - Fraud and Misrepresentation

Refer to the *Draft Guidelines* for detailed information



## Phase 2 – Direct Install Program

### Direct Install

#### Target Disadvantaged Communities

- ✓ Showerheads
- ✓ Kitchen faucets
- ✓ Bathroom faucets
- ✓ Dishwashers
- ✓ Clothes washers

- Revised guidelines and workshops for Direct Install program coming late summer 2015
- Launch Direct Install program fall 2015



## Public Comments and Questions

- Written comments due: [Friday, July 24, 2015](#)
- Email comments to: [docket@energy.ca.gov](mailto:docket@energy.ca.gov)
  - Include Docket Number: **15-WATER-03**
  - Indicate **Drought Response** in the subject line
- Sign up for the **WaterSaver** listserv for program updates at:

[energy.ca.gov/drought/rebate/](http://energy.ca.gov/drought/rebate/)





## THANK YOU! For More Information

### Rebate Program Contact Information:

WaterApplianceRebate@energy.ca.gov

More about the Governor's drought response, visit:

*drought.ca.gov*