

DOCKETED

Docket Number:	15-WATER-03
Project Title:	Water Energy Appliance Rebate Program
TN #:	205447-1
Document Title:	Staff Workshop - California's Drought Response
Description:	Powerpoint for the Fresno Webinar on 7-15-15
Filer:	Jack Bastida
Organization:	California Energy Commission
Submitter Role:	Commission Staff
Submission Date:	7/21/2015 1:27:00 PM
Docketed Date:	7/21/2015



CALIFORNIA ENERGY COMMISSION

Staff Workshop

California's Drought Response

California Energy Commission Department of Water Resources

Fresno City Hall
2600 Fresno Street
Fresno, California

Wednesday July 15, 2015
11:30 a.m. - 2:30 p.m.





Workshop Agenda

- Welcome – Christine Collopy, California Energy Commission
- Opening Remarks – Councilmember Esmeralda Soria
- Background – Christine Collopy
- California Energy Commission – Maunee Berenstein
 - Water Appliance Rebate Program Draft Guidelines
 - Water Appliance Direct Install Program
- Department of Water Resources – Jodi Evans
 - Toilet Rebate Program
 - Turf Replacement Program
- Public Comments and Questions



Opening Remarks



Councilmember
Esmeralda Soria



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

Maunee Berenstein
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 10



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
 - 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/



THANK YOU!

For More Information

Rebate Program Contact Information:

WaterApplianceRebate@energy.ca.gov

More about the Governor's drought response, visit:

drought.ca.gov