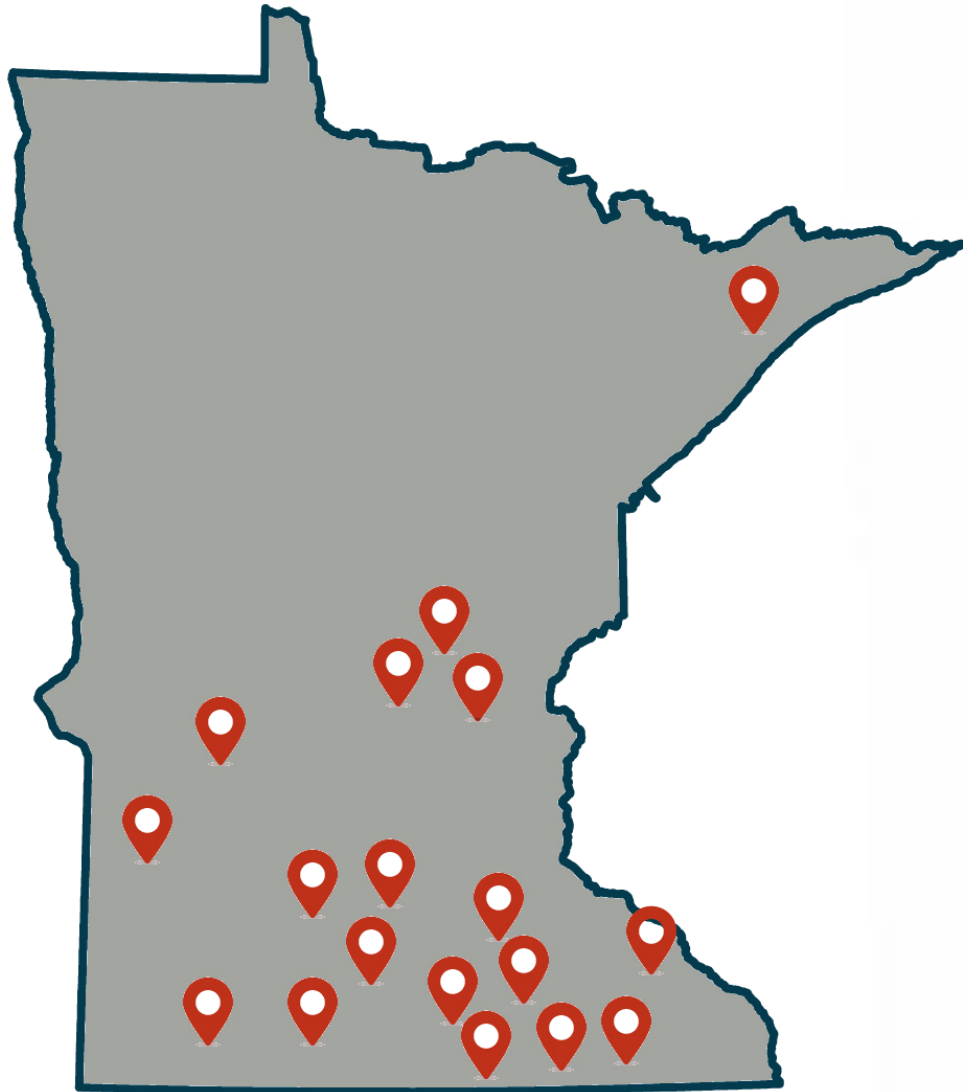


# ENERGY STAR® Most Efficient Rebate Program



# Southern Minnesota Municipal Power Agency (SMMMPA)



SMMMPA produces wholesale electricity for its 18 non-profit municipal Member Utilities in MN and develops programs and services to help their Members' customers use energy wisely.

- Formed in 1977
- Member Utilities serve about 118,000 total customers
- Residential customers account for 30% of sales

# SMMMPA's Energy Efficiency History



- Long-term commitment to environment and helping customers use energy wisely through energy efficiency
- ENERGY STAR partner since 2000
- Educating retailers and customers of ENERGY STAR brand
- 4-time ENERGY STAR Award Winner
- Developed rebate program for ENERGY STAR Most Efficient clothes washers, dishwashers, and ceiling fans with lighting in 2015.

# SMMPA's Most Efficient Program

- Goals: Reduce energy usage and emissions by promoting ENERGY STAR qualified products
- Higher rebates for qualifying Most Efficient products (higher savings)
- Educate customers and retailers about ENERGY STAR Most Efficient designation
  - Retailer fact sheet
  - Clothes washer & dishwasher hang tags
  - Wall/appliance-top posters
  - Rebate coupons and forms





# Additional sample materials developed for retailers

## 2018 ENERGY STAR® Products Rebate Application

### INSTRUCTIONS

1. Obtain Retailer/Recycler Signature below if you are requesting a Recycling Rebate for your old working Refrigerator, Freezer, Dehumidifier, or Room Air Conditioner.
2. Complete this application and sign the form below.
3. Include a copy of your receipt/invoice for new unit and recycling (if applicable). (Purchase date must be between 1/1/18 and 12/31/18.)
4. For LED bulb rebates, also provide the ENERGY STAR logo and bulb quantity from packaging, or proof of DesignLights® certification (www.DesignLights.org).
5. For Light Fixture, Ceiling Fan with Lighting, Ceiling Fan Light Kit, Dehumidifier, and Room Air Conditioner rebates, also provide the ENERGY STAR logo from the carton, or proof of DesignLights certification (www.DesignLights.org).
6. For Refrigerators, Freezers, Dishwashers, Clothes Washers, and Room Air Conditioners rebates, also provide the yellow Energy Guide label showing the ENERGY STAR logo.
7. Mail or bring this completed application form, receipt, and ENERGY STAR logo (if required) to:

Blooming Prairie Public Utilities  
PO Box 55  
333 Second Avenue NE  
Blooming Prairie, MN 55917

**SaveEnergyInBloomingPrairie.com**

### CUSTOMER INFORMATION

Residential Last Name/Business Name \_\_\_\_\_ Res. First Name \_\_\_\_\_  
 Business Contact (if applicable) \_\_\_\_\_ Daytime Phone \_\_\_\_\_  
 Mailing Address \_\_\_\_\_ Email \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Installation Address (if different) \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
 Account Number \_\_\_\_\_ Business Tax ID (if applicable) \_\_\_\_\_

**How did you hear about our rebates:**  
 Radio  TV  Retailer/Contractor  Utility Rep.  
 Utility Newsletter  Utility Mailing  Newspaper Ad  Other

**How do you heat your home:**  
 Gas  Electric  Don't Know

**What type of water heater do you have:**  
 Gas  Electric  Don't Know

**Residential Customer Type:**  
 Owner/Occupant  Owner/Non-occupant  Renter

**Commercial Customer Type:**  
 Owner/Occupant  Owner/Non-occupant  Renter

For statistical purposes only, please provide the following information. Responses will be combined with others for analysis, as required by the Minnesota Department of Commerce.

**Is your household income above or below the amount corresponding to your household size in the table to the right?**  
 Above  Below

Household Size and Annual Income	
No. of People	Income
1	\$24,120
2	\$32,480
3	\$40,840
4	\$49,200
5	\$57,560
6	\$65,920
7	\$74,280
8	\$82,640

I certify that the equipment for which I am claiming a rebate is ENERGY STAR, ENERGY STAR Most Efficient qualified, or DesignLights qualified, meets the requirements shown in this application, has been installed at the installation address listed above, and that this address represents a valid Utility account.

Customer Signature \_\_\_\_\_ Signature Date \_\_\_\_\_

Retailer/Recycler Signature is required below if you are requesting a Recycling Rebate for your old working Refrigerator, Freezer, Dehumidifier, or Room AC. I certify that this recycled equipment will be recycled in compliance with all environmental regulations:

Retailer/Recycler Signature \_\_\_\_\_ Signature Date \_\_\_\_\_

1/1/18



Blooming Prairie Public Utilities  
333 Second Avenue NE, Blooming Prairie, MN 55917  
Phone (507) 583-6683



## How can SMMPA Member Utilities help you sell energy efficient products?

### 2015 ENERGY STAR MOST EFFICIENT REBATES

#### What is ENERGY STAR® Most Efficient?

The ENERGY STAR label is a national symbol for energy efficiency. It helps consumers identify energy-efficient products in the marketplace. ENERGY STAR qualified products help consumers save energy, save money, and help protect the environment without sacrificing performance.



The ENERGY STAR Most Efficient label is an extension of the trusted ENERGY STAR brand. It represents the highest efficiency products for the current year among those that qualify for the ENERGY STAR. According to EPA, the "Most Efficient" efficiency requirements are established to ensure that products demonstrate efficiency performance that is truly exceptional or leading edge for that calendar year.

As an ENERGY STAR retailer, you can leverage Most Efficient appliances to increase your sales and to build customer loyalty by showing that you stock top quality products that make customers feel good about their purchases. Our rebates can be leveraged to help customers offset the incremental cost of qualifying Most Efficient products.

#### 2015 SMMPA Member Utility Rebates

SMMPA Member Utilities are offering the rebates below for qualifying ENERGY STAR Most Efficient 2015 Products.

Product Category	ENERGY STAR Most Efficient 2015 Rebate	Standard ENERGY STAR Rebate
Ceiling Fans w/ Lighting	50% of cost, up to \$25	50% of cost, up to \$15
Clothes Washers*	\$100-150	\$50-100
Dishwashers	\$40	\$25

Rebate forms are available by contacting the appropriate utility and on their website (see back of this page).  
 \* AU, OPU, & RPU clothes washer rebates are \$50-100 for electric service (\$50-ENERGY STAR; \$100-Most Efficient 2015), \$25 for water service, \$25 for gas service. Rebates from other utilities are \$50-ENERGY STAR and \$100-Most Efficient 2015.

#### What are the Savings?

Qualifying products are independently certified to save energy while delivering the features and functionality consumers expect. Products that meet the Most Efficient 2015 criteria deliver significant savings over conventional products as noted in the table to the right.

Product Category	Estimated Savings
Ceiling Fans	60% energy savings
Clothes Washers	28% energy savings 30% water savings
Dishwashers	22% energy savings 36% water savings

#### How Many Qualifying Models Are Currently Available?

Product Category	Number of Qualifying 2015 Products
Ceiling Fans w/ Lighting	18
Clothes Washers	0*
Dishwashers	0*

Considering that Most Efficient products are the top efficiency products available, there are a limited number that qualify. Shown at the left are the current number of qualifying products as of January 2015. These numbers can increase over 2015.

Links to ENERGY STAR's Qualifying Product Lists can be found at: [www.smmpa.com/energy-efficiency/ES-QPL](http://www.smmpa.com/energy-efficiency/ES-QPL).

\* There are currently no qualifying ENERGY STAR Most Efficient 2015 Dishwashers. This is a new "Most Efficient" product category for 2015. As of January 2015, EPA is working with manufacturers to submit the performance data of their qualifying dishwashers. Manufacturers are eager to participate in this program, so qualifying products should be available soon.

#### What Marketing Materials are Available?

We have a variety of point-of-purchase materials available including posters, hang-tags, and refrigerator clips/magnets to help you promote ENERGY STAR and ENERGY STAR Most Efficient Products to your customers.

Please contact SMMPA or a SMMPA Member utility for details (see back of this page).

**SaveEnergyInMyCommunity.com**

**ENERGY STAR® Most Efficient 2018 Rebate Program**

#### What is ENERGY STAR Most Efficient?

ENERGY STAR Most Efficient products are the highest efficiency products available.

Most Efficient 2018 Dishwashers use about 22% less energy and 36% less water than conventional models.

Learn more at [www.EnergyStar.gov/MostEfficient](http://www.EnergyStar.gov/MostEfficient).



Rebate for Most Efficient 2018 qualifying clothes washers are also available. Must be an electric customer of a utility listed below.

\*AU, OPU & RPU Most Efficient clothes washer rebate is \$100 for electric service, \$25 for water service, \$25 for gas service. Gas rebate not available from RPU. Most Efficient clothes washer rebate from other utilities is \$100.



- SMMPA Member Utilities**
- |                                 |                                      |
|---------------------------------|--------------------------------------|
| Austin Utilities                | Blooming Prairie Public Utilities    |
| Fairmont Public Utilities       | Grand Marais Public Utilities        |
| Lake City Utilities             | Litchfield Public Utilities          |
| Mora Municipal Utilities        | New Prague Utilities Commission      |
| North Branch Water & Light      | Owatonna Public Utilities            |
| Preston Public Utilities        | Priceton Public Utilities Commission |
| Redwood Falls Public Utilities  | Rochester Public Utilities           |
| Saint Peter Municipal Utilities | Spring Valley Public Utilities       |
| Waseca Utilities                | Wells Public Utilities               |
- [SaveEnergyInMyCommunity.com](http://SaveEnergyInMyCommunity.com)

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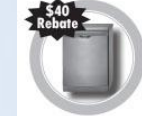
Most Efficient 2018 Clothes Washers use about 28% less energy and 30% less water than conventional models.

Learn more at [www.EnergyStar.gov/MostEfficient](http://www.EnergyStar.gov/MostEfficient).



Rebate for Most Efficient 2018 qualifying dishwashers are also available. Must be an electric customer of a utility listed below.

\*AU, OPU & RPU Most Efficient clothes washer rebate is \$100 for electric service, \$25 for water service, \$25 for gas service. Gas rebate not available from RPU. Most Efficient clothes washer rebate from other utilities is \$100.



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**FIXTURES Rebate Coupon**

Blooming Prairie Public Utilities offers rebates for the following ENERGY STAR-labeled lighting products<sup>1</sup>:

Fixture Types	Rebate	Wattage	Quantity	Total Cost	Required Documentation <sup>2</sup>
Hardwired LED Fixture	50% of the cost up to \$20 each			\$	<input checked="" type="checkbox"/> This coupon <input checked="" type="checkbox"/> Original receipt <input checked="" type="checkbox"/> Part of packaging showing: - ENERGY STAR logo - Fixture wattage
Hardwired CFL Fixture	50% of the cost up to \$10 each			\$	
Ceiling Fan with Lighting	50% of the cost up to \$25 each			\$	
2018 "Most Efficient" Ceiling Fan with Lighting	50% of the cost up to \$25 each			\$	
LED Light Kit for Ceiling Fan	50% of the cost up to \$20 each			\$	
CFL Light Kit for Ceiling Fan	50% of the cost up to \$10 each			\$	

<sup>1</sup> DesignLights® certified fixtures also qualify. Proof of DesignLights certification from www.DesignLights.org is required.  
<sup>2</sup> Must be listed on ENERGY STAR's 2018 Most Efficient qualifying product list.

Name \_\_\_\_\_ Account # \_\_\_\_\_  
 Address \_\_\_\_\_ Daytime Phone \_\_\_\_\_

\*Recipient must be an electric customer of Blooming Prairie Public Utilities and lights must be connected to an electric service of the utility. Good on purchases made through December 31, 2018.

**SaveEnergyInBloomingPrairie.com**

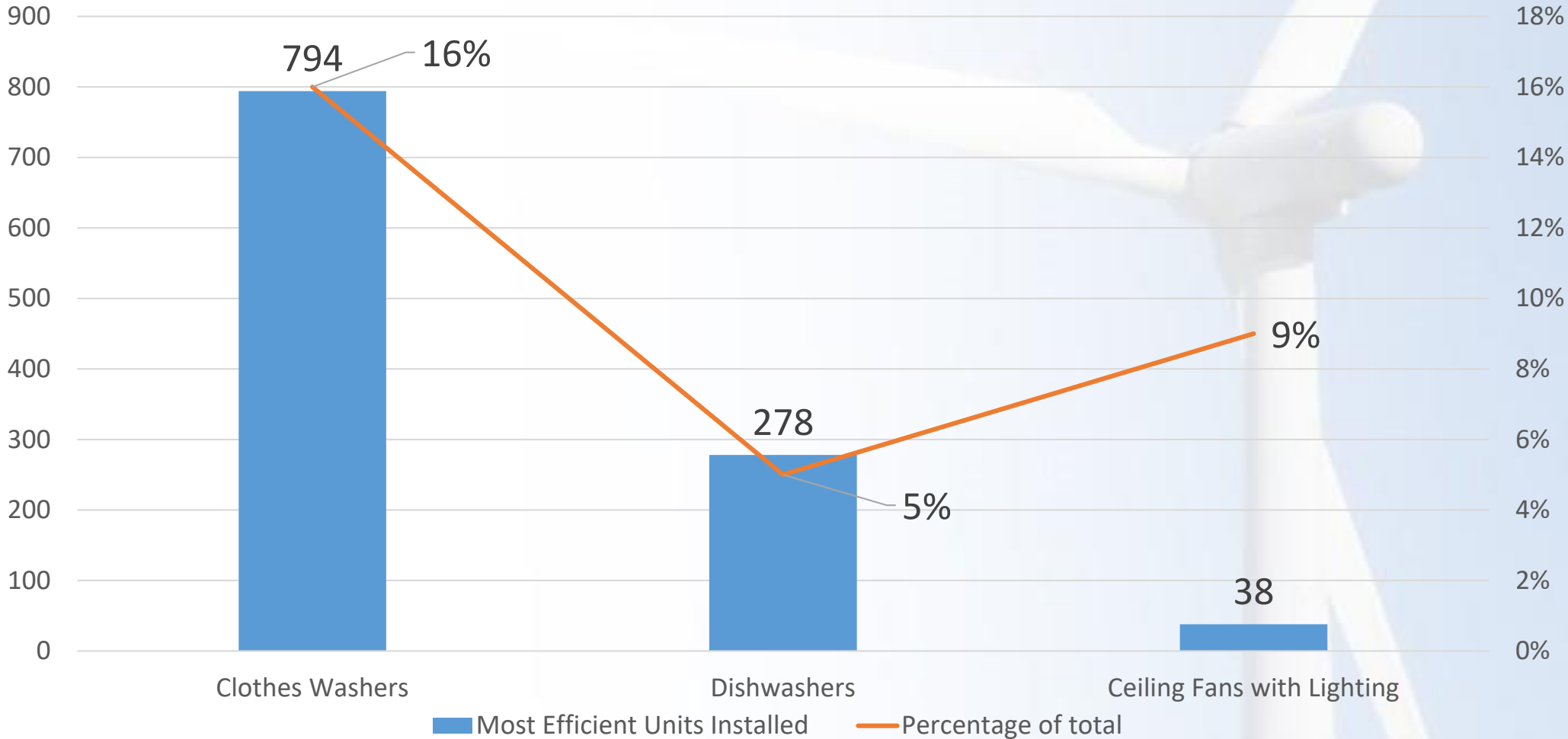
#### Fixture Comparison

- ENERGY STAR Fixture**
- 55 Watts
  - 10,000-50,000 hour lamp life
  - Lamps included
  - 3 to 5-year Warranty
  - \$14 annual electricity savings
  - Up to \$20 rebate from your utility



- Incandescent Fixture**
- 180 Watts
  - 1,000 hour lamp life
  - Lamps not included
  - 1-year Warranty

# SMMPA's ENERGY STAR Most Efficient Rebates 2015-2017



# Summary:

- Leverage ENERGY STAR Most Efficient designation for higher savings and participation.
- Customer and retailer education is critical to program success.
- Higher rebates for ENERGY STAR Most Efficient products are warranted by higher savings. Higher incentives are necessary to help cover higher incremental costs.

# Questions?