

State Energy Efficient Appliance Rebate Program Program Plan Narrative – IOWA

Executive Summary

Program Summary.

Briefly describe your overall program approach, including goals, objectives, and estimated benefits for your State or Territory.

Goal

Iowa's goal is to develop a rebate program that will provide economic stimulus, develop energy efficient purchasing habits and educate consumers on the proper recycling and decommissioning of appliances. The program will provide a strong stimulus for Iowa based companies and encourage other companies to develop products eligible for an Energy Star label. Rebates for residential customers will be available state-wide and will enhance current utility offerings for appliance rebates.

Objectives

1. Keep and create jobs in Iowa. One strategy for success in Iowa is to focus and expand on the assets we have. One of those successes is excellence in manufacturing Energy Star appliances. By providing Iowans rebate on Energy Star rated products it helps Iowa's economy by keeping money in the state, employing fellow Iowans and marketing what is made in our backyard since three manufacturers in Iowa make Energy Star rated appliances. This strategy has been successful with our wind industry and we hope to expand the manufacturing of Energy Star goods in Iowa through this jumpstart of the appliance rebate program.
2. Save energy and educate consumers. Consumers in the United States are generally focused on a short term outlook for a majority of their purchases. This program allows the Office of Energy Independence to provide rationale to look at all costs associated

with purchases, specifically on appliance purchases. For example, not only will an Energy Star washer save energy, it will also save water and use less detergent. The savings expand beyond energy to environmental benefits. Iowa will market the program and the Energy Star label by using existing literature, retailer and manufacturer marketing strategies, and web links from Energy Star. We want the consumer to identify all costs and benefits when considering the purchase of an appliance.

3. Promote Energy Star appliances while making rebates available to customers. Iowa manufacturers have been impacted by the economic slowdown. The state appliance rebate program will give them a boost in the marketplace by providing rebates for appliances manufactured in-state. In conjunction with our state rebate program, we will work with Iowa utilities to further promote their programs and the federal tax credits that are available to consumers. By communicating multiple strategies for consumers to buy down the cost of efficient and renewable technologies, we provide enhanced customer service to Iowans.
4. Recycle appliances responsibly. According to Iowa law, appliance demanufacturers must be licensed by the Iowa Department of Natural Resources. The list of licensed appliance manufacturers will be posted on the rebate and partner web sites and locations for consumers to choose a licensed demanufacturer to dispose of their appliance properly.
5. Contract with a rebate processor to keep administrative costs low. Rebate processors have experience returning money to consumers through rebate programs. Iowa will develop a request for qualifications and pricing to identify the rebate processor with the most up to date software, real-time data communication mechanisms and frequent

communication plan. An on-line database to track and manage rebate levels for Iowa consumers is a must for the rebate program. By identifying effective real-time mechanisms to notify the public of the status of rebate funds, consumers can budget for future purchases.

Estimated benefits for Iowa's residential customers.

Providing rebates educates and encourages purchases from companies that employ Iowans and keep our appliance manufacturers engaged during this economic climate. Our strategy also involves smaller appliance retailers all over Iowa encouraging money to circulate locally.

By encouraging Iowan's to purchase Energy Star or higher rated appliances customers are estimated to save the following water and energy costs annually:

Energy Star washers 1/3 of energy costs and 1/3 of water costs

Energy Star dishwashers 31% less energy and 33% less water

Energy Star refrigerator 50% energy costs

Room air conditioners 10% energy costs

Heating and cooling \$200

Hot water heaters \$30

Through the rebate program with the help of our partners, Iowans are also more aware of how to properly dispose of their appliances through a licensed demanufacturer or at their local landfill.

Outline your specific program objectives in Table 1. All savings numbers should be calculated using the Program Planning Excel Spreadsheet tool.

Table 1. Program Objectives	
Program Objective	Target Value
Total Number of Rebates Paid	9,785
Total Number of Appliances Replaced	9,785
Total Number of Appliances Recycled	9,785
Total Annual Energy Savings (kWh)	6,759
Total Annual Energy Savings (Therms)	486.10
Total Annual Water Savings (gallons)	15,293
Total Annual CO ₂ Reductions (lbs)	17,652
Jobs Created*	29.75

** DOE is waiting for specific OMB guidance on how to quantify jobs created for reporting purposes. In the meantime, the general guidance is that every \$92,000 expended leads to one "job created."*

Enter a comprehensive timeline with key milestones for your program in Table 2. When will key decisions be made? When will the program be announced? How long will it last? Please add your own milestones as needed.

Table 2. Program Timeline and Milestones	
Program Milestones	Target Date
Draft contract for rebate processor	October 16, 2009
Draft marketing strategy for partners	October 16, 2009
Secure matching funds	October 30, 2009
Request For Proposal out seeking a rebate processor	October 30, 2009
Finalize marketing strategy for partners	November 13, 2009
RFP closes	November 20, 2009
Rebate processor selected	November 25, 2009
Contract for rebate processor finalized	November 30, 2009
US DOE awards rebate program to Iowa	November 30, 2009
Marketing/Announcement for program kickoff	December 1, 2009
Meetings with rebate contractor twice weekly	December 3, 2009
Update media on program progress	December 15, 2009

Update media on program progress	December 30, 2009
Announce close of program upon obligation of all funds	January 30, 2010

I. Program Overview

Please populate the Program Planning Excel Spreadsheet before completing this section. All data in the tables below should correspond with the data in the Excel spreadsheet. Please include an estimate of the total number of appliances that will be recycled through your program, where applicable.

Products to be Rebated	Rebate Level (\$)	Targeted Quantity	Total Cost	Targeted # of Products Recycled
Hot water heater (natural gas)	\$200	500	\$100,000	500
Hot water heater (electric)	\$100	50	\$5,000	50
Hot water heater (propane)	\$150	100	\$15,000	100
Clothes washer (Energy Star)	\$200	400	\$80,000	400
Clothes washer (Tier 3)	\$200	1200	\$240,000	1200
Window air conditioner	\$100	200	\$20,000	200
Dishwasher	\$200	700	\$140,000	700
Dishwasher (Tier 2)	\$250	1000	\$250,000	1000
Refrigerator 12+ cu ft and Energy Star	\$200	1000	\$200,000	1000
Refrigerator 18+ cu ft and Tier 3	\$500	3000	\$1,500,000	3000
Boilers	\$200	100	\$20,000	100
Central Air system SEER 14	\$100	100	\$10,000	100
Central air system SEER 15	\$200	100	\$20,000	100
Furnace AFUE 92-93%	\$200	50	\$10,000	50
Furnace AFUE 94-95%	\$300	100	\$30,000	100
Furnace AFUE 96% +	\$400	100	\$40,000	100
Furnace propane 91.5	\$150	50	\$7,500	50
Furnace propane 93	\$250	70	\$17,500	70
Furnace propane 94.5	\$350	100	\$35,000	100
Total Rebates			\$2,740,000	

II. Explanation of Covered Products

All of the State’s proposed products are from the recommended list included in the FOA, No additional explanation is needed.

III. Integrating SEEARP Rebates with Existing State or Utility Incentives

States must design their SEEARP rebates to complement existing State or utility incentives available to local residents. In addition, States must ensure that the ARRA funds supplement and do not supplant current efforts. In the table below, please note for each product you propose to rebate whether there are any current (or planned) State rebates or tax credits, or any utility rebate programs. Please base this on what is planned for 2010-2011.

For supporting documentation, please see the Excel spreadsheet listing all Iowa utility companies and their appliance rebates.

Products to be Rebated	Other State Rebate or Tax Incentive Available? (Yes / No)	Utility Rebates Available? (Yes / No)
Hot water heater (natural gas)	No	Yes
Hot water heater (electric)	No	Yes
Hot water heater (propane)	No	Yes
Clothes washer (Energy Star)	No	Yes
Clothes washer (Tier 3)	No	Yes
Window air conditioner	No	Yes
Dishwasher	No	Yes
Dishwasher (Tier 2)	No	Yes
Refrigerator 12+ cu.ft. and Energy Star	No	Yes
Refrigerator 18+ cu ft and Tier 3	No	Yes
Boilers	No	Yes
Central Air system SEER 14	No	Yes
Central air system SEER 15	No	Yes
Furnace AFUE 92-93%	No	Yes
Furnace AFUE 94-95%	No	Yes
Furnace AFUE 96% +	No	Yes
Furnace propane 91.5	No	No
Furnace propane 93	No	No
Furnace propane 94.5	No	No

For those products where there will be other rebates or incentives available, please list each of the individual programs in the table below. Complete one table for each applicable product. You do not need to list utility programs offered for products you will not be rebating. Include the

name of the sponsoring organization (i.e., the utility or other program sponsor), the efficiency level being used (such as ENERGY STAR), the rebate amount, when the program will be in operation, and budgeted number of rebates if known. Then explain how the State's proposed rebate level is designed to complement these other efforts. Some possible explanations are noted below. You can copy the table as many times as needed.

Product 1: Hot Water Heater (Natural Gas)				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$75, \$200, \$300	On-going	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input type="checkbox"/>	Other (Please Explain)			

Product 2 : Hot Water Heater (Electric)				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$50, \$75, \$200, \$250, \$300	ON-GOING	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input type="checkbox"/>	Other (Please Explain)			

Product 3: Hot Water Heater (Propane)				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity

				Of Rebates
See attached spreadsheet	ENERGY STAR	\$150, \$350	On-going	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

Product 4 : Clothes Washer (ENERGY STAR)				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$25, \$50, \$100	On going	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

Product 5: Clothes Washer (Tier 3)				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	Tier 3	\$25, \$50, \$100, \$150	On going	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			

X	Directing State rebate to products at a different or higher efficiency level.
	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 6: Window Air Conditioner

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$15, \$25, \$50	On going	

How does State's Proposal Complement these Programs? (Check all that apply)

X	Layering on top of existing rebates to increase total incentive payment to consumers.
X	Directing State rebate to products at a different or higher efficiency level.
	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 7: Dishwasher

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$20, \$25, \$50	On going	

How does State's Proposal Complement these Programs? (Check all that apply)

X	Layering on top of existing rebates to increase total incentive payment to consumers.
X	Directing State rebate to products at a different or higher efficiency level.
	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 8 : Dishwasher (Tier 2)

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
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See attached spreadsheet	Tier 2	\$20, \$25,	On going	
		\$50		

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 9: Refrigerator 12+ cf and ENERGY STAR

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$35, \$50,	On going	
		\$75		

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 10: Refrigerator 18+ cf and Tier 3

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	Tier 3	\$50, \$75,	On going	
		\$100		

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.

	Extending the availability (i.e., the quantity) of existing planned rebates.
	Other (Please Explain)

Product 11 : Boilers				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	ENERGY STAR	\$150, \$250	On going	
		\$300, \$400		
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

Product 12: Central Air System SEER 14				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	SEER 14	\$100, \$150, or \$200	On going	
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

Product 13: Central Air System SEER 15				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates

See attached spreadsheet	SEER 15	\$100, \$150	On going	
		\$200, \$300		

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.
<input type="checkbox"/>	Other (Please Explain)

Product 14: Furnace AFUE 92-93%

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	92-93%	\$200 or \$250	On going	

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.
<input type="checkbox"/>	Other (Please Explain)

Product 15: Furnace AFUE 94-95%

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	94-95%	\$200 or \$325	On going	

How does State's Proposal Complement these Programs? (Check all that apply)

<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.

	Other (Please Explain)
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Product 16 : Furnace AFUE 96%+

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
See attached spreadsheet	96%+	\$200 or \$400	On going	

How does State's Proposal Complement these Programs? (Check all that apply)	
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.
<input type="checkbox"/>	Other (Please Explain)

Product 17: Furnace Propane 91.5%

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Iowa Propane Association	91.5%	tbd		

How does State's Proposal Complement these Programs? (Check all that apply)	
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input checked="" type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.
<input type="checkbox"/>	Other (Please Explain)

Product 18 : Furnace Propane 93%

Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Iowa Propane Association	93%+	tbd		

How does State's Proposal Complement these Programs? (Check all that apply)				
X	Layering on top of existing rebates to increase total incentive payment to consumers.			
X	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

Product 19: Furnace Propane 94.5%				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Iowa Propane Association	94.5	tdb		
How does State's Proposal Complement these Programs? (Check all that apply)				
X	Layering on top of existing rebates to increase total incentive payment to consumers.			
X	Directing State rebate to products at a different or higher efficiency level.			
	Extending the availability (i.e., the quantity) of existing planned rebates.			
	Other (Please Explain)			

IV. Program Implementation Strategy

A. Program Delivery – Roles and Responsibilities

Explain who will manage and deliver the State's program. Outline the role of the State and any subcontracted delivery agents, such as third party program implementers, local utilities, recyclers, retailers, etc. Explain your plan for quality assurance for data collected. If using utilities to deliver program, explain how the State will ensure that all residents can participate in the program.

Linda King at the Office of Energy Independence (OEI) will manage the rebate program and the contract with the rebate processing center. Kevin Eppens, Compliance Officer, at the OEI will ensure reports and payments concur with the contracted terms of the agreement. Angela Chen at

the OEI will supervise the rebate activities.

The rebate processing company will receive and process all rebates, including the production of rebate checks to the customer with appropriate documentation. The rebate processing company will also be, at a minimum in communication with the OEI weekly or more frequently to provide updates on monies available and troubleshooting the rebate process.

Iowa retailers will be given product codes for Energy Star rated appliances, utility rebates, and other incentives to help the consumer identify the best appliances and maximize the rebate potential. Iowa retailers and manufacturers will be supplied a list of licensed Iowa demanufacturers to properly recycle the appliances that have been turned in. The Iowa demanufacturers will provide an annual accounting to the Iowa Department of Natural Resources (DNR) listing the number of appliances that were demanufactured. This list should correspond with the appliances rebate program. The Iowa DNR will share the listing with the OEI, who will in turn share that information with the US DOE for administration purposes.

The OEI will use cross-marketing techniques with all Iowa appliance dealers, manufacturers, recyclers, demanufacturers and associations with state-wide press releases and other electronic and print methods to ensure all Iowans are aware of the program.

B. Program Partners

List other parties the State will collaborate with to deliver its program, including retailers, contractors, local utilities, nonprofit groups, outreach partners, neighboring States, etc. Please describe any Recommendations for Proposals if issued by the State and criteria for selection. Please describe any new networks created.

The following is a list of partners for the rebate program:

Iowa Utilities Board

Iowa Association of Rural Electric Cooperatives

Iowa Association of Municipal Utilities

MidAmerican Energy

Alliant Energy

Black Hills Energy

Iowa Department of Natural Resources

Iowa Department of Economic Development

Iowa Retail Federation

Iowa licensed Demanufacturers

Iowa Propane Association

Lennox Corporation

Electrolux Corporation

Viking Corporation

Dacor Corporation

Sears Corporation

Bosch Home Appliances

Danby

Electrolux Home Products

Fisher & Paykel Appliances

GE Consumer & Industrial

LG Electronics

DRAFT

Samsung Electronics

Sharp Electronics Corporation

W.C. Wood Company, Inc.

Whirlpool Corporation

A.O. Smith

Rheem

Bradford White Corporation

Rinnai

Iowa Consumer Advocate Office

Iowa Regional Collection Centers

Iowa Landfills

Keep Iowa Beautiful

C. Rebate Processing

Explain how rebates will be paid to consumers in a timely fashion. Examples include mail-in rebate applications and instant rebates provided by participating retailers at the point of sale. For mail-in rebates, please specify the method of payment (e.g., direct deposit, check, etc.). Note who will process the rebate payments and how quickly consumers will receive rebates. Explain how the State will handle customer inquires about their rebates and remedy any problems. If rebates will be paid in conjunction with utility rebates, then explain how the commingled funds will be tracked. Also describe how the State will ensure it can handle a high volume of rebate requests in a timely fashion and track the remaining budget to avoid oversubscription.

OEI will develop a RFP to competitively select a rebate processor that will include the following requirements:

- Process rebates quickly – consumer rebate submittal via the web to have a 48 hour response time and 3 business day response if submitted by mail by the contractor.
- Handle high volumes of rebates with a low percentage of errors.

- Provide real-time tracking of funding available, expended and in-process.
- Provide customer access via the web and phone 24 hours a day.
- Weekly reporting for expended funding with more frequent reporting after 75% of the ARRA funding is expended.

Iowa anticipates funding for this program to be expended as quickly as possible via check to the customer, unless the rebate processor proposes direct deposit or a more expeditious method.

The state of Iowa will respond to customers with questions within 24 hours of the question being submitted via web or phone number during weekdays. Customer inquiries received during the weekend hours will respond to consumers by the end of that business day. We anticipate any issues a customer has will be resolved within 48 hours of the inquiry.

ARRA rebates will not be co-mingled with utility or manufacturer rebates.

D. Program Eligibility Rules

Outline the specific eligibility rules the State will utilize for its program. This should include a definition of eligible applicants, including who can apply, number of rebates per household, residency requirements, etc.

Eligibility Requirements: These proposed requirements are subject to change pending legal opinions.

- Claimant must be an Iowa residential consumer
- Purchase must be made at a retail location in Iowa
- One appliance per product category per household (e.g. one refrigerator per household)
- Claimant must have a valid rebate reservation or equivalent per program specifications

(limit one per appliance category per household)

- Appliance to be replaced must be in working condition
- Purchase must be made during the promotional period at a participating retailer
- Claim for rebate must be filed within 30 days of purchase
- All funding is available on a first come, first served basis until funds are exhausted.

E. Product Replacement

Outline the various steps the State will take to target its program toward the replacement of existing appliances. Some examples include eligibility criteria, rebate structure, and recycling efforts.

Outreach to the consumers in Iowa will be targeted towards recycling, its importance, and the impacts recycling has on Iowa's environment. All partners will be required to provide information or a link to recycling information on their website and on all printed and electronic materials associated with this program.

On the rebate form, the claimant must indicate that this new appliance is replacing an existing appliance.

F. Product Recycling

Specify for which products, if any, the State will be requiring recycling. As noted in the FOA, this is most appropriate for refrigerant-containing appliances such as refrigerators, freezers, and room air conditioners.

Iowa is not requiring recycling of appliance products. However we are including an information awareness campaign for consumers and retailers to help them understand why it is important to use a licensed demanufacturer or to dispose of appliances properly. Iowa DNR, Keep Iowa Beautiful as well as other partners will be providing messaging, marketing and hosting this

information on their website for the duration of the rebate program.

Spell out the applicable recycling laws in your State. The State environmental management departments and recycling and landfill permits agencies are good sources for this info.

No rules or legislation exists for Iowa residents or Iowa appliance retailers to recycle appliances.

G. Marketing and Outreach

Outline steps the State will take to promote the rebate program, including informing residents of the start date, eligibility rules, funds remaining for rebates; and, if used, the application process. List outreach tools the State will use, (e.g., press releases), Web sites, e-newsletters, e-lists, Public Service Announcements (PSAs), advertisements, print materials, earned media (interviews, articles written). Does the State intend to become an ENERGY STAR partner and use ENERGY STAR materials?

The Office of Energy Independence will draft a marketing strategy after October 15th to include listed partners in section IV.B. The marketing of the strategy will begin directly after notification from US DOE that the proposed program is ready for execution.

All partners will meet with the OEI to review the approved rebate plan after October 15th and will start planning individual marketing offerings that will be managed and executed by OEI staff. OEI is anticipating using all media types including: print, radio, television, web, social websites, public service announcements, press releases, newsletters, and list serves to get information out as quickly as possible to Iowa residential customers. Each partner listed in IV.B. will assist with the marketing of the program or of recycling options for appliances.

At this time, the state does not intend to become an Energy Star partner.

Explain how the State will keep consumers informed regarding the status of available funding for rebates and product types to meet consumer expectations. What disclaimers will you include in program materials and rebate applications? Will you rely on a first-come first-served policy for processing rebate payments? Will you announce to the public when funds are nearly depleted? Please be specific.

Consumers will be informed of rebate dollar amounts through the following mediums:

Rebate processor web site (real-time data)

Media resources listed above will be used to continue to update consumers on a continual basis.

OEI and partner websites, newsletters, press releases, articles, PSAs and radio.

The marketing plan will also provide for media updates when rebate levels are spent at 25%, 50%, 75% and on a more frequent reporting basis until funds are expended. It is our intention to keep consumers and all partners involved on a continual basis to ensure all funds are expended and to give a notification at the 25, 50 and 75 percentages of expenditures from the program.

This will ensure the media, partners and consumers understand the rate at which funds are being expended.

V. Oversight and Reporting

A. Oversight

Each State is responsible for overseeing the successful implementation of its program, even if the actual delivery is being subcontracted to another organization. Please summarize what oversight mechanisms the State will put in place for quality assurance and to minimize fraud.

Both Linda King, Program Planner and Kevin Eppens, Compliance Officer will be monitoring the contractor and funds being expended. The RFP that will be used to hire a contractor will state weekly reporting requirements through 75% of the funds being expended. After 75% of the funds have been expended, a daily report of fund expenditure will be required. The RFP will also require the contractor to have in place fraud detection mechanisms for the duration of the program.

B. Progress Reporting

As outlined in the FOA, States are required to submit a progress report for all activities on a quarterly basis. **DOE will issue clarification shortly on any additional reporting requirements with specific Excel tools for ease of reporting.** States should plan staffing accordingly to accommodate monthly tracking of the metrics listed below, as well as potential Recovery Act reporting.

This reporting does not replace any additional reporting required under The American Recovery and Reinvestment Act of 2009, Pub. L. 111-5. Additional monitoring and reporting guidance will be forthcoming. Please refer to your FOA for detailed information.

Notes on Metrics:

Total # of State Rebates Paid

Although reporting will be quarterly, the State must track rebates paid monthly for each category of appliances selected.

Total # of other State/Utility Rebates Paid

Based on the listing of other State and utility programs in the State, as supplied in Section III., above, the State must report the rebates actually paid to consumers by other State or utility programs.

Total # of Appliances Recycled

Based on management of recycling as detailed in section F of the Program Implementation Strategy, explain how the State will collect information on appliances recycled by type over the reporting period.

Number of Jobs Created

For all project types, the **number of jobs that are created or retained during the reporting period should be reported**; each job should only be reported once. This number must be based on actual employees. If actual jobs cannot be verified, the state may propose its own methodology for estimating jobs; this methodology **must** be approved in advance.

Estimated Energy Saved and CO₂ emissions avoided

States are expected to provide the interim estimated benefits due to the rebates provided. This primarily takes the form of annual energy savings and CO₂ abatement due to activity in the period. For example, if 1000 rebates were delivered in the quarter, report the expected annual savings due to the appliances sold. The reporting framework will include an estimate calculation of kWh, BTU saved and CO₂ for each specific appliance. The State may report this value or values based on its own methodology, with justification and approval.

VI. Applicant Contact Information

State Program Contact One (Business Officer) (The person who is responsible for the day-to-day management, including progress reporting.):

Name and Title: Linda King, Program Planner
Agency: Office of Energy Independence
Email: linda.king@iowa.gov
Phone: 515-725-0082

State Program Contact Two:

Name and Title: Angela Chen, PhD., Administrator
Agency: Office of Energy Independence
Email: Angela.chen@iowa.gov
Phone: 515-725-0429

State Single Point of Contact to Comply with Executive Order 12372 (FOA, page 13):

Name and Title: Angela, Wolfe-Kelley, Executive Officer
Agency: Office of Energy Independence
Email: angela.wolfe@iowa.gov
Telephone: 515-725-3997

Website URL where the State application will post public communications:

<http://www.energy.iowa.gov/>

Contact Information for each sub awardee (expand as needed):

Company	Contact Person	Email	Telephone Number	Website URL
TDB				