

# California Statewide Electronics Program: Utility Sponsored Rebates for Efficient Televisions

**Presented to:**

California Energy Commission



**Presented by:**

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Efficiency Committee Workshop

RE: 2008 Rulemaking Proceedings on Appliance Efficiency Regulations

Docket No. 07-AAER-3

# Efficient TV Rebate Program

- California utilities are in planning stages to commit significant resources towards a statewide incentive program for efficient TVs (other electronics will be incorporated, as well)
- Anticipated program dates:
  - November 1, 2008 through at least 2011.
- Retailers will be eligible to receive incentives for selling high efficiency TVs
- TVs must surpass the new Energy Star levels (effective Nov. 1, 2008) by at least 15% to initially qualify for incentive
  - Qualifying levels will be adjusted periodically in response to the market
- **Program aims to spur innovation while helping to “pave the way” for Title 20 performance standards**

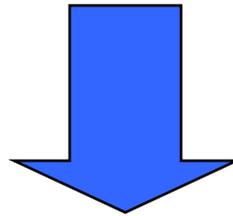
## *Targeted Retailers Include:*



# CEA Proposal

Excerpt from July 1, 2008 CEA letter to CEC:

*“Educational Campaign: CEA suggests that the Commission partner with the consumer electronics industry on a major consumer education campaign in California, in conjunction with the EPA and other key parties, designed to support and encourage consumer purchases of televisions meeting the new ENERGY STAR specification that becomes effective November 1, 2008.”*



- CA utilities are well-positioned to collaborate with the CEA and other key parties
- Education will be an important program element
- Retailer incentives will be available for the most efficient TVs on the market

CEA letter docketed at:

[http://www.energy.ca.gov/appliances/2008rulemaking/documents/2008-07-16\\_workshop/proposals/CEA\\_Proposal\\_Regarding\\_Televisions.pdf](http://www.energy.ca.gov/appliances/2008rulemaking/documents/2008-07-16_workshop/proposals/CEA_Proposal_Regarding_Televisions.pdf)

# Conclusions

1. California may serve as a national model for other interested utilities.
  - Already receiving considerable interest from multiple utilities outside of CA
  - Goal is to work with national stakeholders (e.g., Energy Star, Consortium for Energy Efficiency, CEA, major retailers, OEMs, etc.) to harmonize and synergize efforts whenever possible
  - National effort could lead to greater participation by major TV retailers and increased stocking and sales of energy efficient TVs in California
  
2. California is well-positioned to influence a significant market transformation through the right combination:
  - Utility incentive programs,
  - Energy performance standards,
  - Customer and retailer education.