

Energy Efficient Television Incentive Program

Presented to:

California Energy Commission



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Efficient TV Incentive Program

- Retailers are now eligible to receive incentives for selling high efficiency TVs
- Program has started and will last through at least 2011.
- TVs must surpass the new Energy Star levels (effective Nov. 1, 2008) by at least 15% to initially qualify for incentive
- Initial incentive is \$20 per efficient TV
- Education will be an important program element

Targeted Retailers Include but are not limited to:



Incentive Program Accelerates Market Transformation

- Program aims to spur innovation while helping to “pave the way” for Title 20 performance standards
- Qualifying levels will be adjusted periodically in response to the market
- In one scenario, the incentive level will be set at the proposed Tier 2 level—several months or years before the Title 20 effective date (*dependant on adoption date and level)
- Adopting a standard as early as possible in 2009 is recommended. This allows the incentive program to better plan its incentive levels and announce them in advance to retailers and industry.

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 of:
 - Utility incentive programs,
 - Energy performance standards, and
 - Customer and retailer education.