



Application Process, Participation, and Incentives

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Research Approach

- Program Type:
 - Utility-run rebate programs
 - State-run rebate programs
 - Traditional and ARRA-funded
- Interviewed:
 - Program managers
 - Program evaluators
 - Implementers
 - Participating contractors/retailers



Researchable Questions

- Is the application process creating a significant participation barrier?
- Have programs failed solely due to overly involved application requirements?
- Do higher incentive amounts make paperwork worthwhile?
- What factors are contributing to application and implementation complexity? How can they be addressed?

Question:

Could the application process create a significant participation barrier?



Findings:

- Nonparticipating customers and contractors often mention paperwork as a barrier
- Participating customers and contractors indicate some application processes are easier than others

Questions:

- Have programs failed due to overly involved application requirements?
- Do higher incentive amounts make paperwork worthwhile?



It really is all about the money...

- Though a potential factor, paperwork is not the main barrier
- Programs more often fail due to inadequate incentive levels
- Incentives help



Utility Customer Information (All information below is REQUIRED for processing, unless otherwise noted. Please print in block letters.)	
Full Name:	Daytime Phone:
Full Installation Address:	
City:	State: Zip:
Payee Mailing Address (if different):	
City:	State: Zip:
Email Address (optional):	
Name of Electric Utility:	Name of Water Utility:
Electric Utility Account Number (at installation address):	Water Heater Fuel is: <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas <input type="checkbox"/> Propane Clothes Dryer Fuel is: <input type="checkbox"/> Electric <input type="checkbox"/> Natural Gas <input type="checkbox"/> Propane
Purchase Information	
Date Purchased:	Date Installed:
Clothes Washer Model Number (required):	Clothes Washer Serial Number* (required):
	<small>*Serial numbers are usually located on the inside of the clothes washer door or on the back of the machine.</small>
What motivated you to purchase a high-efficiency clothes washer? (check all that apply)	
Appliance's features: <input type="checkbox"/> capacity <input type="checkbox"/> front loading <input type="checkbox"/> appearance <input type="checkbox"/> size <input type="checkbox"/> warranty <input type="checkbox"/> top loading <input type="checkbox"/> steam cleaning <input type="checkbox"/> other: _____	
<input type="checkbox"/> Rebates <input type="checkbox"/> Energy and water conservation <input type="checkbox"/> Saving money on utility bills	
Acceptance of Terms & Conditions	
I hereby certify that all information is accurate including claims of customer and equipment information. I have read all terms and conditions on the reverse side of this form and acknowledge that WashWise may verify all the information provided.	
Customer Signature:	Date:

Get \$50 or \$150 back when you buy an ENERGY STAR qualified clothes washer.

Eligibility

- Clothes washer rebates are available to both BGE residential electric and/or gas customers regardless of energy supplier.
- Limit one rebate per qualified clothes washer, per BGE residential account, on purchases made beginning June 1, 2009, for the \$50 rebate; April 22, 2010, for the \$150 rebate; or while funds are available.
- Requests must be postmarked no later than 30 days from purchase date.
- Qualified clothes washer must be purchased in Maryland, or the buyer must have paid applicable Maryland sales and use tax.
- Rebate application must be accompanied by proof of purchase (copy of sales receipt or invoice).
- \$50 rebate for ENERGY STAR qualified clothes washers or \$150 rebate for super-efficient ENERGY STAR qualified clothes washers.

Fill out completely. All information is required.
Incomplete forms will delay or disqualify your rebate.

I purchased (check one):

- An ENERGY STAR qualified clothes washer that qualifies for the **\$50 Rebate**.
- A super-efficient ENERGY STAR qualified clothes washer that qualifies for the **\$150 Rebate** and meets these criteria:
 - To be eligible for the Maryland Energy Administration (MEA) American Reinvestment and Recovery Act (ARRA) \$150 Rebate, the ENERGY STAR qualified clothes washer must be purchased at a Maryland retailer, or the buyer must have paid the applicable Maryland sales and use tax. The new clothes washer must replace an existing one that shall no longer be operated in BGE's service territory.
 - The \$150 Rebate is for a super-efficient ENERGY STAR qualified clothes washer with a Modified Energy Factor of 2.0 and above and Water Factor less than or equal to 6.0. For qualifying clothes washers, visit BGEsmartEnergy.com/ApplianceRebate to view ENERGY STAR's detailed list of clothes washer ratings, and then look at the "Modified Energy Factor" and "Water Factor" columns.

Electric or Gas Account Number: _____

Name: _____

Account Address: _____

City: _____ State: MD Zip: _____

Home Phone: _____

Work Phone (optional): _____

Email Address: _____

Mailing Address (if different from above): _____

City: _____ State: _____ Zip: _____

Information on your new ENERGY STAR qualified clothes washer:

Brand: _____ Model #: _____

Purchase Price: \$ _____ Purchase Date: _____

Name and address of store where purchased: _____

By signing this form, I certify that I purchased the ENERGY STAR qualified clothes washer noted above for the BGE service address above, and I am a BGE residential electric or gas customer. I am providing the requested information solely to be eligible to participate in BGE's Smart Energy Savers ProgramSM and request that the personal information supplied by me be treated as confidential to the maximum extent possible. I certify by my signature on this application that the ENERGY STAR qualified clothes washer for which this rebate application is submitted was purchased at a Maryland retailer, or I have paid the applicable Maryland sales and use tax.

For \$150 Rebate only: I also certify that the new clothes washer replaced an existing clothes washer at the installation address listed herein, and that the clothes washer being replaced shall no longer be operated at the installation address listed nor reinstalled at another location in the BGE service territory.

Signature: _____

Note: If this form is not signed, the rebate will not be processed.

Mail completed form, a copy of the dated sales receipt or invoice, and a copy of a recent BGE electric bill to:

**BGE ENERGY STAR APPLIANCE REBATE
40 Washington Street, Suite 2000
Westborough, MA 01581-1013**

Please do not include rebate mail-in application form with your BGE bill payment. Allow 6-8 weeks for processing.

CUSTOMER INFORMATION

CONTACT INFORMATION

Name _____ Daytime phone (_____) _____

(Landlords and property managers are not eligible to receive rebates for rental properties.)

Installation address _____ City _____ State _____ Zip _____

Mailing address _____ City _____ State _____ Zip _____
(If different than installation address)

Phone number (_____) _____

PROOF OF RESIDENCY

What type of proof of residency have you included? Copy of State ID Utility bill showing current installation address

Current installation address _____

Utility bill date _____ *(must be dated 90 days or less from appliance purchase date)*

NEW APPLIANCES INCENTIVES (All fields required)

NEW APPLIANCES	Rebate	Sales tax paid by	Model Number*	Serial Number*	Date Installed	Purchase Receipt Included?	Contractor Installation Details Completed?
Clothes Washer <i>MEF ≥ 2.45 and WFL ≥ 4.0</i>	\$150	<input type="checkbox"/> Applicant				<input type="checkbox"/> Yes (required)	N/A
Refrigerator <i>ENERGY STAR ≥ 9 cu.ft.</i>	\$75	<input type="checkbox"/> Applicant				<input type="checkbox"/> Yes (required)	N/A
Dishwasher <i>ENERGY STAR ≤ 307 kWh/year and ≤ 6 gallons/cycle</i>	\$75	<input type="checkbox"/> Applicant				<input type="checkbox"/> Yes (required)	N/A
Gas Storage Water Heater <i>ENERGY STAR, EF ≥ 0.67</i>	\$200	<input type="checkbox"/> Applicant <input type="checkbox"/> Contractor				<input type="checkbox"/> Yes (required)	<input type="checkbox"/> Yes (optional)
Gas Tankless Water Heater <i>EF ≥ 0.90 installed by licensed contractor</i>	\$300	<input type="checkbox"/> Applicant <input type="checkbox"/> Contractor				<input type="checkbox"/> Yes (required)	<input type="checkbox"/> Yes (required)
Heat Pump Water Heater <i>ENERGY STAR, EF ≥ 2.0 installed by licensed contractor</i>	\$250	<input type="checkbox"/> Applicant <input type="checkbox"/> Contractor				<input type="checkbox"/> Yes (required)	<input type="checkbox"/> Yes (required)
Ductless Heat Pump <i>ENERGY STAR, EER ≥ 12, SEER ≥ 14.5, HSPF ≥ 8.2, installed by licensed contractor</i>	\$750	<input type="checkbox"/> Applicant <input type="checkbox"/> Contractor	Outdoor model #	Outdoor serial #		<input type="checkbox"/> Yes (required)	<input type="checkbox"/> Yes (required)
			Indoor model #	Indoor serial #			

REPLACED APPLIANCES (Please include the model and serial numbers from your original appliance.)

REPLACED APPLIANCE	Model Number*	Serial Number*	Recycling/Decommissioning Receipt Included?
Clothes Washer			<input type="checkbox"/> Yes (optional)
Dishwasher			<input type="checkbox"/> Yes (optional)
Ductless Heat Pump			<input type="checkbox"/> Yes (optional)
Gas Storage Water Heater			<input type="checkbox"/> Yes (optional)
Gas Tankless Water Heater			<input type="checkbox"/> Yes (optional)
Heat Pump Water Heater			<input type="checkbox"/> Yes (optional)
Refrigerator			<input type="checkbox"/> Yes (required)**

*Model and serial numbers are typically located on the inside door or on the back of the appliance.

**To receive a rebate a refrigerator, you must provide proof that the existing unit has been taken out of service and recycled or decommissioned in accordance with Washington State disposal laws.

1) Account and Customer Information

Account number* _____ Service-agreement number* _____

* Account and service-agreement numbers are located on your gas bill. Applications cannot be processed without both. See example below. If you need information about your Questar Gas Account, please call Questar Customer Care at 800-323-5517.

If you are a property owner not listed on the account and would like the rebate check to be made payable to you, please check the box below and attach a completed Property Owner Agreement to the name and mailing address listed on the Questar Gas account to download and print the property addendum form.

Check this box if you have attached a completed Property Owner Agreement

First name _____ Last name _____

(as it appears on account)

Installation address _____

City _____

Mailing address _____

(if different from install address)

City _____

E-mail address (optional) _____

Questar Customer Account: 0999105663

Thank you for your payments. Your prompt payment assists us in providing our customers with high-quality natural gas service.

Account Summary as of January 11, 2007
 Previous Balance Due \$ 0.00
 Current Charges - Gas Billing \$ 116.87
 Total Amount Due Upon Receipt \$ 116.87
 1% monthly interest (12% annually) charged on balance on or after 02/02/2007.

Service Address: 1234 Quaker St, Salt Lake City, UT 84119
 100000 100000 1000000 1000000

Service from 12/15/2006 - 1/15/2007
 Charge for Gas Used (Avg cost per CUH \$ 0.310288) 101.87
 Basic Service Fee Total 4.00
 Utah Sales Tax (0.85%) 4.10
 Current Gas Billing 116.87

Residential Gas Service Agreement: 0999105663

Company	Rate	Year	Total Year
Qualcomm	NA		0.36
Comcast	\$0.00		\$0.00

2) Household Information

Please indicate your building type by checking the appropriate box below.

Single family - Home, apartment, condominium, townhouse (1 to 4 units)
 Multifamily - Apartment, condominium, townhouse (5 or more units)

Heat source (existing): <input type="checkbox"/> Gas furnace <input type="checkbox"/> Heat pump <input type="checkbox"/> Electric <input type="checkbox"/> _____	Water heater type: <input type="checkbox"/> Gas <input type="checkbox"/> Electric <input type="checkbox"/> Propane <input type="checkbox"/> _____	Unit details: Year home was built: _____ Approx. heated square footage: _____	Household size: (optional) <input type="checkbox"/> 1 <input type="checkbox"/> 4 <input type="checkbox"/> 2 <input type="checkbox"/> 5 <input type="checkbox"/> 3 <input type="checkbox"/> 6 +
What is your gender? (optional) <input type="checkbox"/> Male <input type="checkbox"/> Female Do you rent or own? (optional) <input type="checkbox"/> Rent <input type="checkbox"/> Own	What is the age of the Questar Gas account holder? (optional) <input type="checkbox"/> 18 - 25 <input type="checkbox"/> 26 - 35 <input type="checkbox"/> 36 - 45 <input type="checkbox"/> 46 - 55 <input type="checkbox"/> 56 and over	Household income - approx. (optional) <input type="checkbox"/> up to \$24,999 <input type="checkbox"/> \$25,000 - \$34,999 <input type="checkbox"/> \$35,000 - \$49,999 <input type="checkbox"/> \$50,000 - \$74,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> \$100,000 +	How did you hear about the ThermWise® Program? (optional) <input type="checkbox"/> Online search <input type="checkbox"/> Friend/referral <input type="checkbox"/> Retailer sales staff <input type="checkbox"/> TV/radio ad <input type="checkbox"/> Print ad <input type="checkbox"/> Bill insert

3) Appliance Rebates

Appliance Type	Rebate	Qty (Limit 2 each)	Model Number* (required)	Serial Number* (required)	Receipt (required)
Top Tier Clothes Washer <i>MEF 2.6 or higher, must have gas water heat</i>	\$50				<input type="checkbox"/>
High-Efficiency Gas Storage Water Heater <i>EF .62 - .66; min 40 gallons</i>	\$50				<input type="checkbox"/>
ENERGY STAR Gas Storage Water Heater <i>EF .67 or higher, min 40 gallons</i>	\$100				
ENERGY STAR Gas Tankless Water Heater <i>EF .82 - .89</i>	\$300				
ENERGY STAR Gas Tankless Water Heater <i>EF .90 or higher</i>	\$350				
High-Efficiency Gas Condensing Storage Water Heater <i>90% thermal efficiency (TE) or EF .90 or higher</i>	\$350				
High-Efficiency Hybrid Gas Water Heater <i>90% thermal efficiency (TE) or EF .90 or higher</i>	\$350				
High-Efficiency Residential Gas Boiler <i>AFUE 95% or higher</i>	\$600				
Direct-Vent Gas Fireplace <i>AFUE 70% or higher, intermittent ignition, heat rated, thermostatically controlled with blower</i>	\$200				
High-Efficiency Gas Furnace <i>AFUE 90 - 91.9%</i>	\$200				
High-Efficiency Gas Furnace <i>AFUE 92 - 94.9%</i>	\$300				
High-Efficiency Gas Furnace <i>AFUE 95% or higher</i>	\$350				
Solar Assisted Gas Water Heater <i>SRCC OG-300, whole system certified</i>	\$750				

Form UT Appliance 0611 25000 AP_101.7

4) Attach Proof of Purchase

Please include a copy of an itemized receipt or invoice with your application. Your retailer or contractor can provide this document for your qualified product. Any applications missing this will be delayed or denied.

Proof of purchase must include the following:

- Retailer/contractor name, address and phone number
- Itemized listing of quantity, description, manufacturer, model number and other identifying information as appropriate (contractor license and license type is required for solar only)
- Purchase date and price

5) Acceptance of Terms

I hereby certify that all information is accurate, including claims of customer and equipment information, I have read all terms and conditions on this application and acknowledge that Questar Gas® may verify all the information provided.

Customer signature _____ Date _____

6) Review and Submit Your Application

After reviewing your application, please submit by e-mail, fax or mail:

E-mail: Appliance@ThermWise.com
Fax: 800-687-6176
Mail: ThermWise Appliance Rebates
 P.O. Box 45360
 Salt Lake City, UT 84145-0360

Check delivery
 Rebate checks are issued within approximately six weeks upon receipt of a completed and approved rebate application.

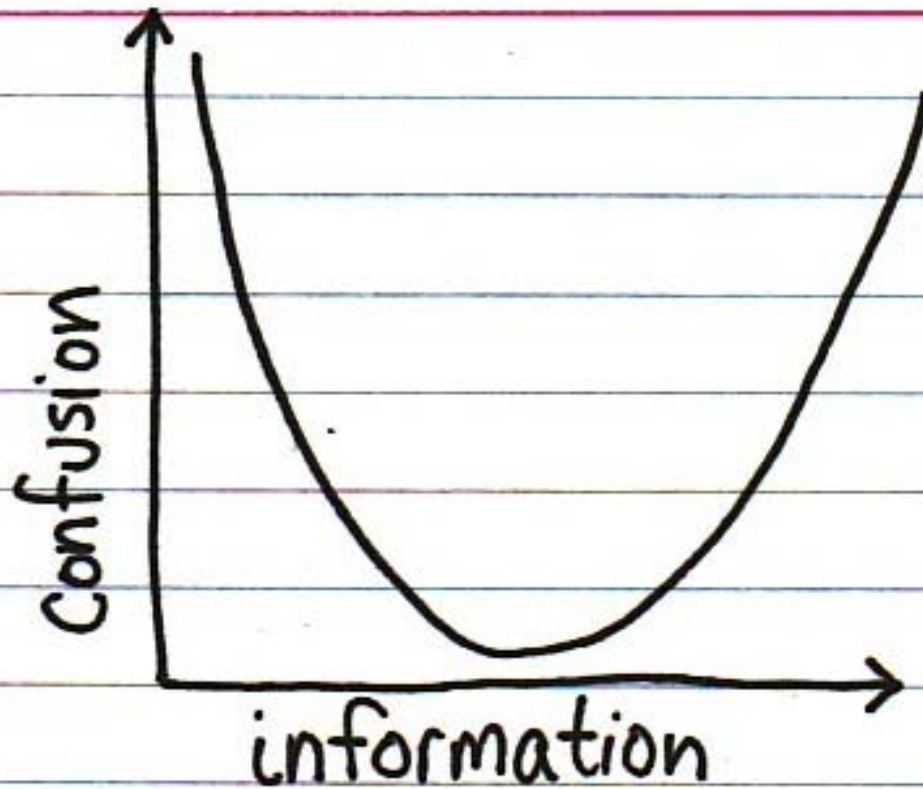


So...

- What makes an application or implementation process overly complex?

And...

- How can this be addressed?



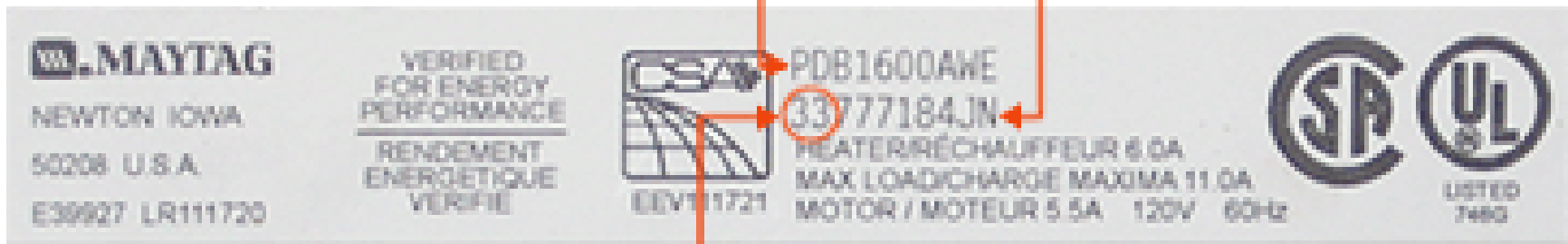
Unavoidable Data Collection Issues for ARRA and Utilities

- Necessary for verification
- Application structure linked to database
- Supporting paperwork needed (receipts, work orders, etc.)
- People dislike filling out forms

Application Process Lessons Learned

- Avoid rushing the program design phase (when possible)
- Offer online and paper applications
- Simultaneously build applications and databases
- Recruit trade allies
- Review applications to be applicant friendly





The Series Number is the first 2 numbers of the Serial Number

Implementation Lessons Learned



- Avoid the “apply then buy” method
- Balance application ease with implementation ease
- Combine application use only when objectives are similar

Discussion

- What feedback have you received from customers and trade allies on application process?

Discussion

- What implementation process have you found to be the easiest?
- And what have you found more challenging?

Questions?