



Program Guide

Energize Missouri
Appliance Rebate Program

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Energize Missouri Appliance Rebate Program

The *Energize Missouri Appliance Rebate Program* is funded by a grant from the U.S. Department of Energy (DOE) through the federal American Recovery and Reinvestment Act of 2009, or Recovery Act. The intent of the program is to save energy and stimulate the economy by encouraging consumers to replace old appliances with new, ENERGY STAR® qualified appliances. The DOE has awarded \$5.67 million to Missouri and the State of Missouri estimates that approximately 48,000 rebates will be paid out to Missouri residents.

Program Goals

The goal of the program is to maximize the benefits to the population in a manner that will yield continuous benefits over time in terms of reduced energy use and emission reductions.

Program Principles

It is the intent of the State Energy Program (SEP) to promote energy efficient technology, and in some cases, new and renewable technologies. In addition, it is the intent to replace existing appliances with ENERGY STAR appliances, and remove the old appliances from the grid. It is not the intent of this program to provide rebates for new construction or first time buyers without a replacement like item.

Program Objectives

The *Energize Missouri Appliance Rebate Program* objectives are to:

- Increase energy efficiency, reduce energy consumption and reduce energy costs through replacement of existing appliances with ENERGY STAR rated appliances in the private sector.
- Create new jobs and increase productivity to spur economic growth.
- Accelerate deployment of market-ready, energy efficient technologies in the appliance industry.
- Improve air quality and related environmental and health indicators associated with the reduction of fossil fuel emissions.

Consumer Eligibility

Consumers will qualify for a rebate when they meet all of the following conditions:

- Must be residents of Missouri and 18 years of age or older.
- Must purchase no more than one appliance per appliance category per each address.
- Must be replacing an old appliance of the same category.
- Must be the owner of the property for all appliances with the exception of clothes washers. Renters are eligible for clothes washer rebates. A landlord purchasing appliances for his or her multi-family properties is not eligible for a rebate.
- Purchase from a participating Missouri retailer or installation contractor.
- Rebate not to exceed the cap amount of \$1,300 per household.
- Verify that the appliance is ENERGY STAR qualified and an eligible appliance for the program.
- Recycle old appliance.
- Have a signed rebate application form with a confirmation number.
- Submit original proof of purchase and proof of recycling.

How Consumers Apply for a Rebate

The greatest opportunity for successfully reserving a rebate is by purchasing a qualifying appliance from a participating retailer or installation contractor beginning on April 19, 2010. Afterwards, limited funds will be made available on April 21, at which time a consumer can reserve a rebate by using the online reservation process, or through a dedicated toll-free number for consumers only, or by going to a participating retailer or installation contractor. The rebate reservation process uses a two-phased approach:

Step 1: Reserve a rebate before purchasing the appliance by using one of the following methods. A consumer may make his or her own rebate reservation or a participating retailer or installation contractor may reserve a rebate on behalf of the consumer.

- By an online reservation process
- Through a toll-free 800 number
- By going to a participating retailer or installation contractor.

Step 2: Purchase appliance, get a rebate application from participating retailer or installation contractor, and complete the application form and mail it in for processing as further explained in this document.

How Rebates Will Be Processed

Rebates will be validated using the following process:

- Receipt of a signed and dated rebate application form.
- Original sales receipt showing eligible ENERGY STAR qualified appliance purchased on or after April 19, 2010.
- Proof of recycling of the replaced appliance.
- Rebate application must be mailed to rebate processing center and must be postmarked within 60 days of rebate reservation date.
- Rebate amount not to exceed \$1,300 per household.

Processing Notes:

- If applying for a rebate on more than one appliance, a separate application must be completed for each appliance.
- Application form and original purchase receipt must match the appliance category that the rebate was initially reserved for.
- Rebate form must include name, address, phone number of the purchaser plus the brand name, model name, purchase price and rebate amount.
- Receipt must include brand name, model name and sales price and should be original from a participating retailer or installation contractor located in the State of Missouri.

Appliance Type	Rebate Amount
Category 1 - Space Heating: Gas Furnaces	\$250
Category 2 – Space Cooling: Central Air Conditioning Air Source Heat Pumps	\$200 \$300
Category 3 – Water Heating: Water Heaters – Gas Storage Water Heaters – Gas Tankless Water Heaters – Electric Heat Pump Water Heaters – Solar (gas or electric backup)	\$150 \$175 \$200 \$500
Category 4 – Clothes Washers: Clothes Washers	\$125
Category 5 – Dishwashers Dishwashers (table top models excluded)	\$125

Retailer or Installation Contractor Eligibility

Participation will be limited to retailers and installation contractors located in the State of Missouri. Retailers and installation contractors must register with the *Energize Missouri Appliance Rebate Program* in order to participate [<http://retail.MissouriApplianceRebate.com>] and to be a qualified program partner.

Participating Retailer or Installation Contractor Guidelines

In-store

- Reserve rebates for consumers via the Web site at <http://Retail.MissouriApplianceRebate.com>. This process includes verifying the consumer is a resident of Missouri, is purchasing an approved ENERGY STAR appliance, and is the owner of the appliance being replaced.
- Provide consumers with mail-in rebate application form.
- Promote the program to consumers via in-store signage, flyers and advertisements.
- Display a printed, legible copy of the current list of United States Department of Energy (DOE) approved ENERGY STAR appliances eligible for rebates.
- Properly identify, with a visible marker, showroom appliances that are eligible for a rebate, including the rebate value.
- Provide consumers the original sales receipt as proof of purchase.
- If providing a recycling or removal service, provide consumer with certification of proper recycling.

Marketing/Outreach

Use marketing materials made available at this site <http://Retail.MissouriApplianceRebate.com>.

Delivery, Removal, and Recycle

- Provide the consumer options and information for recycling services of replaced appliances.
 - If offering a recycling program, 100 percent of those appliances replaced as part of the *Energize Missouri Appliance Rebate Program* must be recycled.
 - Old appliances must be de-manufactured so they are rendered permanently inoperable and processed through a recycling or disposal facility.
 - All hazardous materials are handled in accordance with federal, state and local laws.
 - All recyclable material must be sorted and reprocessed into raw materials for future use.
- The consumer must be provided a signed receipt verifying the replaced appliance has been received by the participating retailer or installation contractor and will be properly recycled.

Reporting

- Report to the contractor the in-kind service contributions. Reports must be submitted within five business days after each calendar quarter.

Monitoring

- Participating retailers and installation contractors agree to monitoring of the *Energize Missouri Appliance Rebate Program*.

On-Site Monitoring

The purpose of on-site performance monitoring is:

- Assure adequate record keeping at the local level.
- Assess rebate and recycling activities and their progress.
- Measure compliance with each activity.
- Make corrections to local processes.
- Provide direct technical assistance.
- Verification of desired program outcome.
- Cite any monitoring findings; and determine corrective action necessary.

By accepting the terms and conditions of the *Energize Missouri Appliance Rebate Program*, all participants (consumers, participating retailers and installation contractors) agree to on-site monitoring. The performance-monitoring plan will include on-site visits to a minimum of 10 percent of participating retailers and installation contractors, and a minimum of 1 percent of consumers that receive rebates. On-site visits will be randomly selected and evenly distributed across the State of Missouri.