

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 28**

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Response Due: July 10, 2008
Information Requested By: Jennifer Easler
Date Responded: July 10, 2008
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Subject: Residential Rebate Program

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Why does IPL not include dehumidifiers, computer equipment, televisions and other home electronics, all of which have Energy Star specifications, and can provide cost-effective electricity savings? Please provide all analysis and documentation supporting IPL's response.

Response

Measures with an ENERGY STAR rating may not be incented for a variety of reasons. Equipment, such as dehumidifiers and home electronics, that have ENERGY STAR specifications, were analyzed in the Joint Utility Assessment and it was determined that Incremental costs are relatively low for the ENERGY STAR standard in general, as compared to the baseline equipment, so there is little need to provide an incentive for customers to choose the higher efficiency option. In some cases such, as dehumidifiers, practically all of the commercially available options are ENERGY STAR-rated so there is no higher efficiency option that IPL can incent customers to adopt. Based on ENERGY STAR Market Penetration Reports¹, the shares of ENERGY STAR dehumidifiers in 2004 – 2006 were 76%, 92%, and 60%, respectively. See "Measure Cost" and "% Installations Incomplete" in Appendix C.2 of the Joint Utility Assessment for examples of these phenomena.

¹ http://www.energystar.gov/ia/partners/downloads/2004_USD_Summary_Report.pdf
http://www.energystar.gov/ia/partners/downloads/2005_USD_Summary_Report.pdf
http://www.energystar.gov/ia/partners/downloads/2006_USD_Summary_Report.pdf