

**Response of
Interstate Power and Light Company
to
OFFICE OF CONSUMER ADVOCATE
Data Request No. 29**

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Information Requested By: Jennifer Easler
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Subject: Response to OCA Data Request No. 4

Data Request No. 29

Beyond central heating and cooling, no other appliances in this program appear to have tiered or enhanced incentives for higher efficiency equipment above and beyond Energy Star. Given that EPA and CEE have created higher efficiency criteria for a number of appliances, namely room AC, refrigerators and clothes washers, has IPL considered providing enhanced incentives for the higher efficiency tiers for these select appliances? If so, with what criteria were they declined?

Response

IPL offered tiered rebates for clothes washers in the past based on the vertical or horizontal axis of the machine. As the models improved and began to offer nearly identical energy savings, IPL researched other options to differentiate energy savings. Although the CEE tiers provide a basis for measuring energy savings, there is not a clear way for consumers to differentiate the energy savings based on product labeling. A product listing with models and corresponding rebate amounts would need to be posted and routinely updated for consumers and dealers as a reference document. Unless product labeling is improved to clearly indicate modified energy factor (CEE criteria), IPL believes adding tiered rebates would unnecessarily burden the customer and could potentially lead to the purchase of fewer energy saving washing machines.

The higher efficiency levels of room AC units were analyzed, but did not pass cost effectiveness criterion. For the reasons indicated above, IPL opted to continue with the ENERGY STAR labeling criteria. With regard to refrigerators, only ENERGY STAR efficiency levels were considered in the potentials assessment.