

State Energy Efficient Appliance Rebate Program Program Plan Narrative – SOUTH DAKOTA

Executive Summary

Program Summary.

Briefly describe your overall program approach, including goals, objectives, and estimated benefits for your State or Territory.

The State of South Dakota (SD) is eligible to receive \$772,000 for a State Energy Efficient Appliance Rebate Program (SEEARP).

SD's program goals to achieve the appliance rebate program objectives listed in the funding opportunity announcement are:

- Rebate levels sized to prompt incremental appliance sales;
- Ease of consumer application and rebate fulfillment;
- Additional economic stimulus via outsourced processing;
- Brevity of program duration;
- Low administrative cost.

Beginning as soon as feasible after January 1, 2010, the purchase of any of the following residential Energy Star[®] qualified appliances to replace an existing unit in the household is eligible for a SD SEEARP rebate:

- Clothes washer: \$100
- Dishwasher: \$75
- Refrigerator: \$150
- Freezer: \$150
- Water heater: \$125

The mail-in rebates are subject to availability of funds on a first come, first served basis.

Administrative costs total an estimated \$67,222, with inquiry and application provided by a third party vendor. Fifty percent of the Office of Energy Management's (OEM) cost will be paid from SEEARP grant funds and 50% paid by SD

The total funding available for consumer rebates is projected to be \$738,391, which will provide rebates for more than 7,858 eligible appliance purchases that will save 3,950 MMBtu in annual energy consumption and sustain 8 jobs.

Outline your specific program objectives in Table 1. All savings numbers should be calculated using the Program Planning Excel Spreadsheet tool.

Table 1. Program Objectives

Program Objective	Target Value
Total Number of Rebates Paid	7,858
Total Number of Appliances Replaced	7,858
Total Number of Appliances Recycled	1,399
Total Annual Energy Savings (kWh)	578,913
Total Annual Energy Savings (Therms)	19,745
Total Annual Water Savings (gallons)	13,216,124
Total Annual CO ₂ Reductions (lbs)	1,331,586
Jobs Created*	8.4

* DOE is waiting for specific OMB guidance on how to quantify jobs created for reporting purposes. In the meantime, the general guidance is that every \$92,000 expended leads to one "job created."

Notes on expected rebate activity:

Using the projected 2009 category unit sales in South Dakota and the Energy Star[®] market share for 2008, indicates an estimated 23,395 eligible Energy Star[®] appliance purchases in 2010.

Products	Projected 2009 U.S. Total Category Unit Sales	U.S. ENERGY STAR Market Share	Projected 2009 SD Category Unit Sales	SD 2008 ENERGY STAR Market Share	Estimated SD ENERGY STAR Unit Sales
Clothes Washers	7,860,000	23.70%	20,493	25.56%	5,238
Dishwashers	5,486,000	67.23%	14,304	78.50%	11,229
Refrigerators	8,700,000	30.85%	22,684	27.42%	6,220
Freezers	2,046,250	3.00%	5,335		160
Water Heaters	9,613,600	4.00%	13,699		548
Total			76,515		23,395

It is unlikely that rebate redemption rates would reach 100%. A study by the Promotion Marketing Association found that mail-in rebate redemption rates averaged 67.7% when calculated as a percentage of incremental sales. Using the study's findings as a guide and assigning an estimated redemption rate of 65% for incremental appliance sales resulting from the rebate promotion indicates an estimated 15,206 rebate-eligible purchases in 2010 totaling more than \$1.5 million.

Products	Projected SD ENERGY STAR Unit Sales	Estimated Rebates - 65% Redemption Rate	Rebate	Total Estimated Rebate Cost
Clothes Washers	5,238	3,405	\$100	\$340,470.70
Dishwashers	11,229	7,299	\$75	\$547,396.20
Refrigerators	6,220	4,043	\$150	\$606,445.40
Freezers	160	104	\$150	\$15,604.88
Water Heaters	548	356	\$125	\$44,521.75
Total	23,395	15,206		\$1,554,438.93

The amount of funds for consumer rebates after program administration costs are factored is estimated to be \$738,296. This results in a deficit of more than \$816,143 less than the 15,206 expected rebates. Therefore, general percent of total rebates by category have been calculated to estimate the total count of rebates that will be fulfilled from available funds.

Products	Percent of Total Projected SD ENERGY STAR Rebates Redeemed	Rebate Cost By Percent of Total Estimated Rebate Cost	Rebate	Estimated Rebate Count by Percent of Total Cost
Clothes Washers	22.4%	\$165,378	\$100	1,653
Dishwashers	48.0%	\$354,382	\$75	4,725
Refrigerators	26.6%	\$196,387	\$150	1,309
Freezers	0.7%	\$5,168	\$150	35
Water Heaters	2.3%	\$16,981	\$125	136
Total		\$738,296		7,858

Enter a comprehensive timeline with key milestones for your program in Table 2. When will key decisions be made? When will the program be announced? How long will it last? Please add your own milestones as needed.

Table 2. Program Timeline and Milestones	
Program Milestones	Target Date
Program approval by Dept. of Energy	No later than December 15, 2009
Selection of third party vendor	One month following program approval
Communication to appliance retailers on general program parameters	Two weeks following program approval
Program website live, applications printed	Two months following program approval
Direct mail to appliance retailers explaining program details and providing application forms	Six weeks following program approval
News release announcing program	Two months following program approval

Vendor programming, training, preparation complete	One month following selection
Program officially begins	Three months following program approval
News release announcing 50% of funds remain	When reached
News release announcing 10% of funds remain	When reached
News release announcing program close	When funds are exhausted

I. Program Overview

Please populate the Program Planning Excel Spreadsheet before completing this section. All data in the tables below should correspond with the data in the Excel spreadsheet. Please include an estimate of the total number of appliances that will be recycled through your program, where applicable.

Products to be Rebated	Rebate Level (\$)	Targeted Quantity	Total Cost	Targeted # of Products Recycled
Cloths washer	100	1,653	165,300	1653
Dishwasher	75	4,725	354,375	4725
Refrigerator	150	1,309	196,350	1309
Freezer	150	35	5,250	35
Water Heater	125	136	17,000	136
Gas Condensing	125	2	250	2
Electric Heat Pump	125	12	1500	12
Gas Storage (1/1/09 Criteria)	125	63	7875	63
Gas Storage (9/1/10 Criteria)	125	2	250	2
Gas Tankless	125	45	5625	45
Solar (electric back-up)	125	6	750	6
Solar (gas back-up)	125	6	750	6
Total Rebates		7,858	\$738,275	7,858

II. Explanation of Covered Products

If all of the State's proposed products are from the recommended list included in the FOA, then no additional explanation is needed. You can skip to the next section. If other ENERGY STAR qualified products or cold-climate products are proposed, then you must provide a justification for each product. Data for these additional products must also be included in the Program Planning Excel Spreadsheet.

<p>Justification for ENERGY STAR or cold-climate appliances not on the recommended list. For each product selected, explain why it will provide significant benefits in your State/Territory.</p>
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the annual per-unit energy savings, estimated annual sales of product in your State (market share), and price difference between the proposed product and the standard efficiency alternative. Include any other explanation you feel justifies the inclusion of this product in your program.

Product:

Annual per-unit Energy Savings:

Estimated Sales or Market Share in your State:

Price Difference:

Explanation on how this product benefits your State:

III. Integrating SEEARP Rebates with Existing State or Utility Incentives

States must design their SEEARP rebates to complement existing State or utility incentives available to local residents. In addition, States must ensure that the ARRA funds supplement and do not supplant current efforts. In the table below, please note for each product you propose to rebate whether there are any current (or planned) State rebates or tax credits, or any utility rebate programs. Please base this on what is planned for 2010-2011.

Table 4. Overlap with Existing Incentives			
Products to be Rebated	Other State Rebate or Tax Incentive Available? (Yes / No)		Utility Rebates Available? (Yes / No)
All Energy Star clothes washers		No	Yes
All Energy Star dishwashers		No	Yes
All Energy Star refrigerators		No	Yes
All Energy Star freezers		No	Yes
All Energy Star water heaters		No	Yes

For those products where there will be other rebates or incentives available, please list each of the individual programs in the table below. Complete one table for each applicable product. You do not need to list utility programs offered for products you will not be rebating. Include the name of the sponsoring organization (i.e., the utility or other program sponsor), the efficiency level being used (such as ENERGY STAR), the rebate amount, when the program will be in operation, and budgeted number of rebates if known. Then explain how the State's proposed rebate level is designed to complement these other efforts. Some possible explanations are noted below. You can copy the table as many times as needed.

Product 1: Clothes Washers				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Brookings Municipal Utilities	Energy Star	\$50	current	unknown
Fort Pierre Municipal Utilities	Energy Star	\$50	current	unknown
Pierre Municipal Utilities	Energy Star	\$50	current	unknown
City of Rapid City	Approved list (Energy Star?)	\$125	current	unknown
City of Sioux Falls	Approved list (wf <7.5?)	\$125	current	unknown
Vermillion Light & Power	Energy Star	\$50	current	unknown
Watertown Municipal Utilities	Energy Star	\$50	current	unknown
Winner Municipal Utilities	Energy Star	\$50	current	unknown
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input checked="" type="checkbox"/>	<p>Other (Please Explain)</p> <p>Of the SD selected appliances, Energy Star® clothes washers had the lowest known market share of unit sales in South Dakota in 2008 of just 25.5%, presenting a broad consumer audience for a SEEARP refund to increase market share with resulting energy and water savings.</p> <p>Most available clothes washer rebates, where available in South Dakota, are \$50. The \$100 SEEARP rebate will cover only 38% of the Energy Star price premium in most areas where only the SEEARP rebate will be offered and 58% in those select markets where the \$50 rebate is currently offered. In addition to the up-sell to an Energy Star® model, the \$100+ total rebate should be substantial enough to prompt purchases by consumers not already in the market for a new unit.</p>			

Product 2: Dish Washers				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Brookings Municipal Utilities	Energy Star	\$25	current	unknown
Fort Pierre Municipal Utilities	Energy Star	\$25	current	unknown
Pierre Municipal Utilities	Energy Star	\$25	current	unknown
Vermillion Light & Power	Energy Star	\$25	current	unknown

Watertown Municipal Utilities	Energy Star	\$25	current	unknown
Winner Municipal Utilities	Energy Star	\$25	current	unknown
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input checked="" type="checkbox"/>	Other (Please Explain) While dishwashers enjoyed a unit sales market share of 78.5% in 2008, the most recent criteria to take effect in August of 2009 substantially increased the average Energy Star® price premium from \$12 to \$162. The rebates currently offered by a limited number of municipal governments are \$25. Adding a SEEARP rebate, regardless of any existing rebate, may help prevent unit sales market share decline in similar proportions to the recent price premium increase.			

Product 3: Refrigerators				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Montana Dakota Utilities	Energy Star	\$10	current	unknown
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input checked="" type="checkbox"/>	Other (Please Explain) The only identified existing rebate is just \$10 from a specific utility provider, despite the average cost of the appliance. While that one instance is proportionate with the national average Energy Star® price premium of \$30, a \$150 SEEARP rebate is better suited to the average \$1,150 price of the appliance and should help ensure selection of an Energy Star qualified appliance when unit sales market share is currently just 27.4%. A SEEARP refund will provide a previously unavailable rebate for a relatively high-priced appliance to increase market share with resulting energy savings. The relatively high SEEARP rebate should prompt purchase by consumers not already in the market and help the consumer cover the cost of recycling the old unit as required by this program.			

Product 4: Freezers				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Montana Dakota Utilities	Energy Star	\$10	current	unknown
How does State's Proposal Complement these Programs? (Check all that apply)				
<input checked="" type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.			
<input type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.			
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.			
<input checked="" type="checkbox"/>	Other (Please Explain) There is only one identified existing utility rebate of \$10 for a relatively high priced appliance. The \$150 SEEARP rebate will help entice consumers to purchase an energy efficient freezer rather than using an old freezer or refrigerator/freezer for purposes popular in South Dakota, like game storage or food storage for rural citizens. The higher SEEARP rebate will also help the consumer cover the cost of recycling the old unit as required by this program.			

Product 5: Water heaters				
Program Sponsor	Efficiency Level	Rebate Amount	When Available	Budgeted Quantity Of Rebates
Black Hills Power	\$1 per tank gallon for electric unit with Energy Guide efficiency rating of less than .90 or \$2 per tank gallon for rating greater than .90. Unit must have 30+ gallons and 4.5kW- heating element		current	unknown
Black Hills Electric Coop	75% discount on electric Marathon model if replacing a fossil fuel unit; 50% discount on Marathon cost for new home purchase; 25% discount for Marathon purchase if replacing electric water heater; \$3 per gallon for replacing electric water heater with other brand; \$1 per gallon for new construction purchase of other brands		current	unknown
Bon Homme Yankton Electric Association	\$4/gallon for 50+ gallon electric unit, efficiency level unknown		current	unknown
Butte Electric Coop	\$400 for electric Marathon model		current	unknown
Charles Mix Electric Association	\$5 per gallon for lifetime warranty electric water heaters, free 85 gallon water heater for new homes, efficiency		current	unknown

	level unspecified		
Cherry Todd Electric Coop	\$25 for upgrading electric unit; \$75 if converting gas to electric unit, efficiency level unknown	current	unknown
Codington Clark Electric Coop	\$4 per gallon for 50+ gallon electric Marathon model under local control system	current	unknown
Douglas Electric Coop	\$5 per gallon for electric Marathon model	current	unknown
Elk Point Utilities	\$2/gallon for electric unit if on load management system, efficiency level not specified	current	unknown
FEM Electric Association	\$0.5/gal for 50+ gal standard warranty electric unit; \$4 per gallon for 50+ gal. lifetime warranty unit, Must have a load control receiver, efficiency level unknown	current	unknown
Grand Electric Coop	\$60 for a reduced-wattage electric unit, efficiency level unknown	current	unknown
Groton Municipal Electric	\$6/gallon for 50+ gallon electric unit, efficiency level unknown	current	unknown
H-D Electric Coop	\$4 per gallon, must be under a load control program, efficiency level unknown	current	unknown
Howard Municipal Electric	50% of cost of electric Marathon model	current	unknown
Lacreek Electric Association	\$2 per gallon in upgrading electric unit; \$4 per gallon if replacing propane or fuel oil unit, efficiency level unknown.	current	unknown
Lake Region Electric Association	\$340 for 85 gallon lifetime electric unit, \$200 for 50 gallon electric unit, must be wired through a load control device, efficiency level unknown	current	unknown
Mid American Energy	\$50 for $\geq .93$ EF electric unit, \$75 - $\geq .62$ EF natural gas unit (tankless not eligible)	current	unknown
Moreau-Grand Electric Association	\$75 for upgrade of electric unit, \$200 when replacing gas or oil unit, \$200 for new construction unit, efficiency level unknown	current	unknown
Otter Tail Power	\$200 for 80+ gallon electric unit with minimum efficiency rating of .90 placed on off-peak rate	current	unknown
Parker Public Utilities	\$175 for 50 gallon electric unit, \$297 for 85 gallon, \$367 for 105 gallon, efficiency level unknown	current	unknown
Sioux Valley Energy	\$4 per gallon for electric replacement,	current	unknown

	unit must be on load control; \$240 for new construction/gas conversion, water heater must be on load control; must be Marathon model, efficiency level unknown		
Union Electric Coop	\$2 per gallon for electric unit if on load management system, efficiency level unknown	current	unknown
West Central Electric Coop	\$3 per gallon for a 50+ gallon lifetime warranty electric water heater, efficiency level unknown	current	unknown
West River Electric Association	\$50 for 20 gallon unit, \$150 for 40 gallon unit, \$200 for 50 & 85 gallon unit, \$250 for 105 gallon unit, all must be electric Marathon model, efficiency level unknown	current	unknown
Whetstone Valley Electric Coop	\$5 per gallon and \$4 per month credit allowance for lifetime warranty electric unit with off-peak controller installed	current	unknown

How does State's Proposal Complement these Programs? (Check all that apply)

<input type="checkbox"/>	Layering on top of existing rebates to increase total incentive payment to consumers.
<input type="checkbox"/>	Directing State rebate to products at a different or higher efficiency level.
<input type="checkbox"/>	Extending the availability (i.e., the quantity) of existing planned rebates.
<input checked="" type="checkbox"/>	<p>Other (Please Explain)</p> <p>Water heating is the third largest end use consumer of residential energy, and present some of the highest annual energy savings opportunities. Water heaters have the highest Energy Star[®] price premiums of the SD selected appliances.</p> <p>Nearly all existing rebates offered in South Dakota are for lifetime warranty electric models, which are not generally Energy Star qualified. The most common is a \$4/gallon utility provider rebate for purchase of a single brand and model. A SEEARP rebate at a nationally representative level will expand incentive for high efficiency water heaters to a much broader consumer base geographically and for type, make and model of appliance.</p> <p>South Dakota chose to include all Energy Star qualified water heaters to expand the market share of energy efficient water heaters by offering SEEARP rebates for more types of water heaters than currently offered to select utility customers. Including all Energy Star qualified water heaters will also make distinguishing SEEARP eligibility easier for the consumer.</p>

IV. Program Implementation Strategy

A. Program Delivery – Roles and Responsibilities

Explain who will manage and deliver the State’s program. Outline the role of the State and any subcontracted delivery agents, such as third party program implementers, local utilities, recyclers, retailers, etc. Explain your plan for quality assurance for data collected. If using utilities to deliver program, explain how the State will ensure that all residents can participate in the program.

The SD program will be managed by the South Dakota Bureau of Administration, Office of Energy Management (OEM). OEM will be responsible for program oversight with a third party vendor assuming administration of daily inbound inquiries and application processing.

OEM will also provide direct support with sell-in to appliance retailers, application printing, informational website, and warrant processing for rebate fulfillment through the State Auditor. OEM will be responsible for all program reporting required as specified in the funding opportunity announcement.

The third party will be responsible for a back office system to log and track applications received, verification of application completion and eligibility, transmission of approved applicant lists to OEM for rebate fulfillment, and inbound phone inquiries. The third party vendor will be responsible for regular progress and data reporting to OEM. Use of a third party vendor also affords the potential opportunity to provide customer service outside of normal business hours of 8:00 a.m. – 5:00 p.m. (CT).

B. Program Partners

List other parties the State will collaborate with to deliver its program, including retailers, contractors, local utilities, nonprofit groups, outreach partners, neighboring States, etc. Please describe any Recommendations for Proposals if issued by the State and criteria for selection. Please describe any new networks created.

SD will produce sell-in materials for appliance retailers who will be relied upon for paid advertisement of the program as an outreach partner.

C. Rebate Processing

Explain how rebates will be paid to consumers in a timely fashion. Examples include mail-in rebate applications and instant rebates provided by participating retailers at the point of sale. For mail-in rebates, please specify the method of payment (e.g., direct deposit, check, etc.). Note who will process the rebate payments and how quickly consumers will receive rebates. Explain how the State will handle customer inquires about their rebates and remedy any problems. If rebates will be paid in conjunction with utility rebates, then explain how the commingled funds will be tracked. Also describe how the State will ensure it can handle a high volume of rebate requests in a timely fashion and track the remaining budget to avoid oversubscription.

SD will award rebates based on mail-in applications.

Application must be made within 30 calendar days of purchase and must include required supporting document(s).

Approved rebates will be fulfilled by state warrant issued by the Auditor of South Dakota and mailed within 6 – 8 weeks of receipt of application.

All program funds will be expended by February 2012.

A contracted third party will be responsible for a back office system to log and track applications received, verification of application completion and eligibility, transmission of approved applicant lists to OEM for rebate fulfillment, inbound inquiries about the program, eligibility and rebate status.

A public website will include rebate funds remaining that will be updated daily. News releases will be issued when 50% of funds remain, 10% of funds remain, and upon exhaustion of funds.

D. Program Eligibility Rules

Outline the specific eligibility rules the State will utilize for its program. This should include a definition of eligible applicants, including who can apply, number of rebates per household, residency requirements, etc.

Appliances must be Energy Star[®] qualified

Rebates are subject to availability of funds on a first come first served basis.

Rebates are only for residential purchases to replace an existing unit in the household.

Purchases must be made on or after official SD program start date.

Application must be received within 30 calendar days of purchase.

Rebates will be mailed only to South Dakota addresses.

Each household is eligible to receive only one rebate for each appliance type.

Applicants must fill out the application form in its entirety and provide documentation of purchase eligibility and acknowledgement of program requirements.

Applicants must provide proof of purchase in the form of a valid receipt or invoice that individually lists the eligible appliance. A copy is acceptable.

Applicants for refrigerator and freezer rebates must provide proof in the form of affidavit by disposing retailer or receipt from a recycler that the unit replaced has been properly disposed. A copy is acceptable.

E. Product Replacement

Outline the various steps the State will take to target its program toward the replacement of existing appliances. Some examples include eligibility criteria, rebate structure, and recycling efforts.

Eligibility criteria explicitly states that rebates are only for residential purchases to replace an existing unit in the household.

Applicants for refrigerator and freezer rebates, who are required to properly recycle an old appliance, must sign an application that will include the warning that fraudulent completion of the application is a criminal offense and subject to prosecution as a warning against skipping recycling to acquire a second appliance..

F. Product Recycling

Specify for which products, if any, the State will be requiring recycling. As noted in the FOA, this is most appropriate for refrigerant-containing appliances such as refrigerators, freezers, and room air conditioners.

Refrigerators and freezers.

If you are requiring recycling, please outline your basic approach. (You may also include a more complete recycling plan as an optional attachment to your application.) Who will administer the recycling component? How will the products be collected? Who will handle the actual decommissioning, and how will recycling be verified or reported?

Applicants will be required to provide proof in the form of an affidavit by the disposing retailer or receipt from a recycler that the unit replaced has been properly disposed.

Applicants will be required to complete and sign an application that will include the warning that fraudulent completion of the application is a criminal offense and subject to prosecution.

Spell out the applicable recycling laws in your State. The State environmental management departments and recycling and landfill permits agencies are good sources for this info.

SDCL §34A-6-67. In order to achieve the waste reduction goals provided for under § 34A-6-60, no landfill in the state may accept yard waste, lead acid batteries, waste motor oil, or white good appliances for disposal. Office and computer paper, old newspaper, magazines, telephone books, corrugated cardboard, other marketable paper products, containers made from plastic, aluminum, and steel, and other municipal solid waste materials that are diverted from landfilling using appropriate methods and technology count toward the waste reduction goal. Appropriate methods and technology includes recycling facilities.

SDCL §34A-6-87. It is unlawful to willfully dispose of solid waste in a manner inconsistent with the provisions of this chapter. Illegal disposal of solid waste in a quantity less than ten pounds shall constitute littering as provided in chapter 34A-7. Any person illegally disposing of solid waste in a quantity of ten pounds or more, but less than two thousand pounds or who unintentionally disposes of solid waste in excess of two thousand pounds in a manner inconsistent with this chapter is guilty of illegal dumping in the second degree. Any person who

knowingly and intentionally disposes of solid waste in a manner inconsistent with the provisions of this chapter in a quantity in excess of two thousand pounds is guilty of illegal dumping in the first degree. Illegal dumping in the first degree is a Class 6 felony. Illegal dumping in the second degree is a Class 1 misdemeanor.

[Click here](#) for SDCL Chapter 34A-6 *Solid Waste Management* in its entirety.

[Click here](#) for SDCL Chapter 34A-16 *Regional Recycling and Waste Management Districts* in its entirety.

G. Marketing and Outreach

Outline steps the State will take to promote the rebate program, including informing residents of the start date, eligibility rules, funds remaining for rebates; and, if used, the application process. List outreach tools the State will use, (e.g., press releases), Web sites, e-newsletters, e-lists, Public Service Announcements (PSAs), advertisements, print materials, earned media (interviews, articles written). Does the State intend to become an ENERGY STAR partner and use ENERGY STAR materials?

While communication with the retailer community has already occurred, a direct mailing to appliance retailers that includes a program description and rebate applications will be used as an official program introduction.

Additional electronic communication campaigns could include utility providers, municipal governments, and chambers of commerce.

While local news stories have already appeared in anticipation of the program, news releases will be used to announce program acceptance once granted, outline eligibility, and set expectations that rebates depend on availability of funds. Subsequent news releases will be used to inform consumers when rebate funds are nearly depleted.

A website with special URL (tentatively www.ApplianceRebate.sd.gov) will be established to explain and promote the program, offer a dynamic printable application, a fund status update, and provide information on other existing energy efficient appliance rebates.

To keep administrative expenses low, the SD program does not provide spending for print or broadcast advertising, instead choosing to rely on the expected advertising by appliance retailers.

Explain how the State will keep consumers informed regarding the status of available funding for rebates and product types to meet consumer expectations. What disclaimers will you include in program materials and rebate applications? Will you rely on a first-come first-served policy for processing rebate payments? Will you announce to the public when funds are nearly depleted? Please be specific.

Rebates are subject to availability of funds on a first come first served basis.

Applications and any collateral materials will include a disclaimer explicitly stating that rebates are subject to availability of funds on a first come, first served basis and that funds may

become unavailable at any time.

A public website will include rebate funds remaining and be updated daily.

News releases will be issued when 50% of funds remain, 10% of funds remain, and upon exhaustion of funds.

V. Oversight and Reporting

A. Oversight

Each State is responsible for overseeing the successful implementation of its program, even if the actual delivery is being subcontracted to another organization. Please summarize what oversight mechanisms the State will put in place for quality assurance and to minimize fraud.

The OEM will directly provide some program aspects, such as application development and printing; website development, hosting and updating; rebate fulfillment in conjunction with the State Auditor

The OEM will actively manage the third party vendor by contractual agreement, regular management meetings, routine data reporting and review, and invoice review and approval.

The third party vendor will be held contractually responsible for ensuring all program requirements are satisfactorily fulfilled, all applicant eligibility requirements are met, data is transmitted in a complete and timely fashion and records are retained for audit purposes.

Two state financial accounting agencies must be involved for funds expended for administration and rebate fulfillment -- the Bureau of Finance & Management and the State Auditor's office, offering two independent checks on disbursement of OEM SEEARP program funds.

To protect against fraud and abuse, South Dakota will require as part of every rebate application:

1. Name and address of the applicant and make, model and serial number of the specific appliance. This data will be logged in the subcontract vendor database and cross checked to ensure that rebates are awarded only under eligibility guidelines of one rebate per household per appliance category; and
2. A copy of a dated, itemized receipt to ensure proof of purchase; and when applicable,
3. A copy of a recycler's receipt or signed attestation of a disposing retailer for refrigerator and freezer rebates

Every applicant must attest by written signature that all program guidelines are understood and agreed to under penalty of criminal law.

Any allegations of fraud will be referred to law enforcement authorities.

B. Progress Reporting

As outlined in the FOA, States are required to submit a progress report for all activities on a quarterly basis. **DOE will issue clarification shortly on any additional reporting requirements with specific Excel tools for ease of reporting.** States should plan staffing accordingly to accommodate monthly tracking of the metrics listed below, as well as potential Recovery Act reporting.

This reporting does not replace any additional reporting required under The American Recovery and Reinvestment Act of 2009, Pub. L. 111-5. Additional monitoring and reporting guidance will be forthcoming. Please refer to your FOA for detailed information.

Notes on Metrics:

Total # of State Rebates Paid

Although reporting will be quarterly, the State must track rebates paid monthly for each category of appliances selected.

Total # of other State/Utility Rebates Paid

Based on the listing of other State and utility programs in the State, as supplied in Section III., above, the State must report the rebates actually paid to consumers by other State or utility programs.

Total # of Appliances Recycled

Based on management of recycling as detailed in section F of the Program Implementation Strategy, explain how the State will collect information on appliances recycled by type over the reporting period.

Number of Jobs Created

For all project types, the number of jobs that are created or retained during the reporting period should be reported; each job should only be reported once. This number must be based on actual employees. If actual jobs cannot be verified, the state may propose its own methodology for estimating jobs; this methodology must be approved in advance.

Estimated Energy Saved and CO₂ emissions avoided

States are expected to provide the interim estimated benefits due to the rebates provided. This primarily takes the form of annual energy savings and CO₂ abatement due to activity in the period. For example, if 1000 rebates were delivered in the quarter, report the expected annual savings due to the appliances sold. The reporting framework will include an estimate calculation of kWh, BTU saved and CO₂ for each specific appliance. The State may report this value or values based on its own methodology, with justification and approval.

VI. Applicant Contact Information

State Program Contact One (Business Officer) (The person who is responsible for the day-to-day management, including progress reporting.):

Name and Title: Michele Farris, State Energy Manager
Agency: Bureau of Administration, Office of the State Engineer, Office of Energy Management
Email: michele.farris@state.sd.us
Phone: 605-773-3466

State Program Contact Two:

Name and Title: Mike Mueller, Sustainable Government Coordinator
Agency: Bureau of Administration, Office of the Commissioner
Email: mike.mueller@state.sd.us
Phone: 605-773-3688

State Single Point of Contact to Comply with Executive Order 12372 (FOA, page 13):

Name and Title: NA
Agency:
Email:
Telephone:

Website URL where the State application will post public communications:

Contact Information for each sub awardee (expand as needed):

Company	Contact Person	Email	Telephone Number	Website URL