

STATE OF NEW YORK
PUBLIC SERVICE COMMISSION

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Petition of New York State Electric & Gas Corporation :
For Approval of an Energy Efficiency Portfolio Standard : Case 08-E-1129
(EEPS) Utility-Administered Electric Energy Efficiency :
Program :
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Petition of Rochester Gas and Electric Corporation :
For Approval of an Energy Efficiency Portfolio Standard : Case 08-E-1130
(EEPS) Utility-Administered Electric Energy Efficiency :
Program :
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**NEW YORK STATE ELECTRIC & GAS CORPORATION
AND
ROCHESTER GAS AND ELECTRIC CORPORATION**

**REFRIGERATOR AND FREEZER RECYCLING PROGRAM
IMPLEMENTATION PLAN 2012 – 2 015**

Dated: May 22, 2012

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I. Introduction

This Refrigerator and Freezer Recycling Program Implementation Plan Update (“Plan”) is submitted by New York State Electric & Gas Corporation (“NYSEG”) and Rochester Gas and Electric Corporation (“RG&E”; together, “the Companies”) in response to the New York State Public Service Commission’s (“Commission”) January 25, 2011 *Order Approving Residential Gas and Electric Energy Efficiency Programs With Modifications* (“January 2011 Order”), and the New York State Public Service Commission’s (“Commission”) October 25, 2011 *Order Authorizing Efficiency Programs, Revising Incentive Mechanism, and Establishing a Surcharge Schedule* (“October 2011 Order”). This Plan covers the period 2012-2015 and generally describes activities that will be conducted jointly by the Companies. It provides an update to the previously filed Program Implementation Plans.

This Plan incorporates the approved costs and savings targets specified for 2012 in the January 2011 Order and the approved costs and savings targets specified for 2013-2015 in the October 2011 Order. Additionally, this Plan conforms to the requirements of the January 19, 2010 letter (“January 2010 Letter”), provided by DPS Staff, specifying guidelines for preparing and submitting Implementation Plans.

In this plan, narrative descriptions of program elements and procedures are accompanied by Exhibits included at the end of the document. In this way, the Companies can easily accomplish revisions to the plan which incorporate spending and savings target adjustments as well as other numerical adjustments as may be approved by the Commission from time to time.

II. Cumulative and Annual Program Budgets and Energy Savings

The annual and cumulative ordered spending and savings targets are shown in Exhibit 1.

III. Total Resource Cost (“TRC”) Benefit Cost Testing

New York has adopted the Total Resource Cost test, or TRC, as the standard by which all EEPS measures, projects and programs must be judged. The TRC is defined in the California Standard Practice Manual as the test that: “... measures the net costs of a demand-side management program as a resource option based on the total costs of the program, including both the participants' and the utility's costs.” For EEPS programs in New York, this means that the combined total cost of the measure to the customer and to the utility is compared to the net present value of the savings from that measure over its lifetime. If the net present value of the savings is greater than the costs, the TRC ratio is greater than 1.0 and the measure passes the TRC test.

The New York Public Service Commission (PSC) has required that all individual measures that receive funding under the New York EEPS programs have a measure TRC greater than or equal to 1.0. This ensures that every measure implemented in New York is cost effective at its most basic level. The PSC has also required that all individual projects that receive EEPS funding must have a TRC greater than or equal to 1.0, including program administrator overheads for running the program. Finally, all EEPS programs approved in New York must have a TRC greater than or equal to 1.0 as initially designed by the program administrator at the time of the original request for approval of the program.

The Companies use inputs to the TRC as required in the various Commission orders in the EEPS proceeding. This includes Long Run Avoided Costs (LRACs) for energy, company and participant interest rates, inflation escalators and transmission and distribution losses. Full and incremental costs of individual measures come from national and regional databases, as well as the Companies' own data on the cost of energy efficiency measures in its service areas. Rules for when to use full vs. incremental costs and full vs. incremental savings are specified in the various appendices to the New York EEPS Technical Reference Manual (TRM).

Going forward, the Companies will provide updated TRCs for this program as guidance becomes available from the Commission on several pending filings. These filings include guidance on allocation of the Companies' EEPS portfolio costs to individual programs, and requests by the Companies for changes to the ordered budget and savings numbers for individual programs. Updates of the program TRC for this and other programs will be made, provided to Staff and included in this implementation plan as the Commission rules on these issues.

IV. Annual Budgets by Spending Category

Annual budgets by spending category are provided in Exhibit 2. The total of the projected annual spending by category in Exhibit 2 is consistent with the spending shown in Exhibit 1.

All costs in both Exhibits 1 and 2 will be recovered through the SBC surcharge.

Program Marketing costs are explained in Section VI. Direct Program Implementation costs are explained in Section VII. Incentives and Services costs are explained in Section V.

V. Target Customer Market and Energy End Uses

The target customer market for this program is all individually metered residential electric customers of the Companies, including both owners and renters, who have operational second refrigerators/freezers. A limit of two refrigerators/freezers per customer address/account number will apply.

VI. Eligible Energy Efficiency Measures and Associated Customer Incentives

Program direct installation measures include measures approved for the Companies' programs and also approved for use in Energy Efficiency Portfolio Standard Classification Group 2, Residential Electric Bounty/Recycling Programs. The specific measures included in the program are listed on Exhibit 3.

Customers may not receive incentives from both NYSERDA and the Companies for the same energy efficiency measure ("double-dipping").

VII. Customer Outreach and Education (O&E)/Marketing

A. O&E/Marketing Strategy and Components

The goals of the O&E/marketing strategy for this program are to (a) encourage a diverse mix of customer participants by type and geographic location, and (b) to encourage a level implementation workload, thereby avoiding both gaps in delivering savings and long waits between expressions of customer interest and availability of resources to conduct fieldwork.

Customer messaging focuses on reduced energy use, and the benefits of recycling.

Seasonality is an important program outreach consideration. Customer participation in similar programs tends to be highest during the spring and summer months when home improvement projects and home relocations occur most frequently, and lowest during the winter when second unit need is greatest. As a result, less outreach is performed during the winter months.

Annual reports of each calendar year's O&E/Marketing program achievements as available to date, and updated plans for the upcoming calendar year, will be submitted as required in Commission Orders.

B. Outreach Budget

The budget for each element of the outreach and education plan is provided in Exhibit 4.

C. Vehicles and Target Audiences

The Implementation Contractor has primary responsibility for customer recruitment. Prospects are identified through a range of advertising vehicles including Company web pages, press releases, bill inserts, point of sale materials, brochures and newsletters, paid media, search engine optimization, direct mail, email marketing, and social media.

- **Web Page** – the Companies have a web page dedicated to the Refrigerator and Freezer Recycling Program, which includes a link to the

Implementation Contractor's web page where customers can schedule a pickup appointment.

- **Press Release** –press releases are used during the program to coincide with local events and as milestones are achieved.
- **Press Kits** – provide useful program information to help in the development of media coverage.
- **Bill Inserts** – are the most important outreach element, typically resulting in 40%-50% of customer participation.
- **Brochures/Newsletters** – can be utilized as needed to educate the public and to supplement other outreach methods.
- **PR/Events** – home pickup events in key markets have garnered local media coverage, illustrating customer motivation for participation, and showing the removal process.
- **Paid Media Advertising** –is used to enhance customer awareness and increase participation.
- **Search Engine Optimization** – is utilized to provide program information to customers searching on related keywords and phrases.
- **Truck Signage** – on pickup vehicles will include web page and phone number references, enhancing visibility and awareness.
- **Email Marketing** – is directed to electronically billed customers since they will not receive bill inserts.

The target audience for these communications is all residential electric customers who pay the SBC charge. Based on the Implementation Contractor's experience, residential customers who most often have second refrigerators/ freezers tend to be: home owners aged 35-60, middle income, living in detached or single family dwellings, with 2+ persons in the household.

D. Timeline

Exhibit 5 summarizes the O&E/Marketing timeline.

E. Relationship to Companies' General O&E/Marketing Plans

Refrigerator and Freezer Recycling Program O&E/Marketing is conducted independently of the Companies' general O&E/marketing activities, except to the extent that information will be provided about the program on rge.com and nyseg.com. Customers are reminded that a few simple touch-ups can make their home more efficient and thereby reduce energy bills. A room-by-room list of tips for making a home more energy efficient is available.

In addition, a downloadable home energy use reference guide is available that shows how much energy appliances require.

F. Efforts to Minimize Overlap and/or Customer Confusion

Customers who contact the Companies energy efficiency hot line are informed about the available programs to meet their needs. The Companies do their best to address any questions they may have about those programs, resolve any sources of confusion, and refer the customers appropriately to other sources of information, including the Implementation Contractor, NYSERDA, and other utilities. (For example, customers who purchase electricity or gas from NYSEG or RG&E, and who purchase gas or electricity from another utility, are directed to that utility for information about additional programs.) The Companies work collaboratively with NYSERDA and the other utilities to make this information available to their respective call centers and hotlines.

The Companies continue to support collaborative efforts to minimize double payment of incentives or double-counting of energy savings. The Companies support inclusion of the following common element in the individual enrollment forms developed by each program administrator:

Customers are not eligible to receive financial incentives/rebates for the same eligible measure from NYSERDA and an electric or natural gas utility.

VIII. Descriptions of Roles and Responsibilities of Program Administrator and Program Contractors

As Program Administrators, the Companies are responsible for overseeing and managing all EEPs activities, including administration, planning, regulatory activities, procurement, data management, reporting, evaluation, budgets, outreach and education, improving program performance and for contractor compliance with performance expectations.

Program contractors are responsibilities for the day-to-day operation of the program including developing and maintaining business process for program operations, training their employees, customer and trade ally communications, outreach and education, developing tools for program operations, reviewing and processing potential projects, field verifications, maintain records, calculate and store energy savings data for all installed measures and assisting with improving program performance.

IX. Procedures for Customer Enrollment

In order to facilitate the recruitment, enrollment and data collection/reporting processes, the Companies periodically provide the Implementation Contractor with a list of all residential electric customers including the following data fields: customer ID, premise ID, name, address, email address, and phone number. This is used to help identify potential program participants, help qualify participants as residential customers of NYSEG/RG&E, and to enable record keeping for individual participating customers. The importance of security for this customer data is heavily stressed in the Implementation Contractor service agreement in section 7, including: 7.1 Protection of Customer Information; 7.2 Protection of End-Use Customer Information; 7.3 Unauthorized Disclosure of End-Use Customer Information; 7.4 Remedies; and 7.5 Required Disclosure.

Direct Marketing and outreach are undertaken by the Implementation Contractor. A range of methods will be used to inform customers about the program and encourage participation in the program.

Customer enrollment can be initiated through the Companies' websites, and by calling the NYSEG/RG&E Energy Efficiency Rebate Hotline (800.995.9525). Program participants will also be provided a toll-free number to contact the Implementation Contractor directly.

The Implementation Contractor uses their best efforts to obtain written permission from the customers of record for the use of their consumption history for evaluation purposes.

X. Contact Information for Customer Inquiries and Complaints

Customers with general inquiries relating to the Program are directed to the Companies' Energy Efficiency program hotline number: 800.995.9525. Program participants are provided a toll-free number to contact the Implementation Contractor directly.

Customer complaints are handled as they occur in the most efficient manner for resolution. Program participant complaints are handled by the Implementation Contractor with adherence to the Companies' customer service procedures. Non-participant customer complaints are handled through the Companies' Energy Efficiency program hotline. Escalated complaints are handled by the Companies' Program Implementation or Management personnel. Escalated issues are directed to:

Kevin Schmalz
Residential Program Manager
607.762.4475

XI. Training for Appropriate Trade Allies

The subcontractors and suppliers that the Implementation Contractor uses to provide program services are specifically chosen based on their experience and track record. This means that little or no training is required in the application of the products – each firm is already knowledgeable in its field.

Trade ally relations, including training, are the responsibility of the Implementation Contractor. Training occurs prior to execution of purchase orders and delivery of services to ensure that suppliers and subcontractors are fully aware of the Implementation Contractor's business practices, especially as they relate to all interactions with customers of NYSEG/RG&E. Among the items addressed include:

- The paramount importance of safety – both as it relates to workers and to interactions with customers. Applicable work safe practices are discussed prior to engaging each subcontractor, and reinforced by the Implementation Contractor's project manager(s) on site during installations;
- The critical need to represent NYSEG/RG&E and the Implementation Contractor in a professional manner at all times. This extends to the dress and behavior of staff while on site; the need to insure that advance notice is offered and confirmed with appropriate site personnel prior to starting any work; and the need to restore work sites to original condition upon completion of assigned tasks;
- The essential requirement to provide products and services in strict accordance with authorized procedures and processes. This includes the need to accurately track and report all removed refrigerators/freezers; and the need to properly transport and recycle refrigerators/freezers in accordance with program requirements; and,
- The opportunity to help address customer concerns during removals is addressed by insuring that all subcontractor site personnel are instructed on proper procedures for referring customer inquiries to the appropriate Implementation Contractor staff.

XII. Contractor Training and Program Orientation Plan

The Implementation Contractor is accountable for training its personnel, subcontractors and vendors about program objectives and operations so they can effectively provide services to the program. The Companies have reviewed and approved these training materials. The Implementation Contractor initially became familiar with the program through the Companies' procurement process and later through working with the Companies to develop procedures, data elements for software, required forms and manuals. Any personnel hired for this

program receive detailed on-the-job training from experienced Implementation Contractor personnel based on the procedures and tools which have been developed with the Companies for this program. The Implementation Contractor subcontractors will work under the direct supervision of Implementation Contractor personnel. A key component of this training is the program procedures manual, developed jointly by Company and Implementation Contractor personnel, which will serve as a consistent operations and training tool.

The Implementation Contractor process for training in-house employees includes all aspects listed above for subcontractor training: safety, professionalism, program procedures, and complementary programs. Additionally, the Implementation Contractor will also use the comprehensive Program Manual that fully documents every process, form, and procedure that will be deployed in every aspect of the program. This single dynamic reference is the basis for extensive training of all Implementation Contractor staff to be involved in the delivery of program services (management, field, recycling, and support). It represents a useful and valuable tool for insuring program consistency at all levels.

XIII. Quality Assurance Plan

The Companies perform quality assurance (QA) review of work performed by the Implementation Contractor. QA activities will include periodic file reviews at the Implementation Contractor's office, to inspect all documentation of a statistically significant number of refrigerators/freezers removed. There will also be periodic site inspections of the recycling facilities to verify that removed units have all been sent to the facilities that the units are being recycled in an environmentally sound manner, and that related documentation is complete.

In addition to the field office and recycling center reviews, the implementation coordinator will on a periodic basis observe randomly selected refrigerator/freezer removals to ensure proper documentation and other sound practices at the customer level. A standard checklist will be used to document the observed removals.

Should any field office, recycling facility or removal observation indicate deficiencies either with data or practices, the Implementation Contractor will be required to remedy any and all deficiencies. The Companies' contract with the Implementation Contractor contains language which governs quality assurance and mitigation actions required to cure any flaws in the Implementation Contractor's work.

In addition to the Companies' QA activities, the Implementation Contractor is responsible for ensuring their own quality control measures. The Implementation Contractor provides onsite supervision for and oversight of all activities of its vendors and subcontractors.

The Implementation Contractor will also conduct post-removal customer satisfaction surveys.

XIV. Coordination with Other New York Energy Efficiency Programs and Program Administrators

The Companies coordinate with other utilities and NYSERDA to develop and implement procedures for safeguards designed to prevent more than one incentive payment across administrators for an individual energy efficiency measure, as well as avoiding counting energy savings for the same measure in more than one program.

XV. Evaluation Plan

The evaluation plans to be developed by the Companies will be written to conform to the requirements of the June 23, 2008 Order in Case 07-M-0548 “Order Establishing Energy Efficiency Portfolio Standard and Approving Programs”; These plans will also follow guidelines issued by Staff: Evaluation Plan Guidance for EEPS Program Administrators Update #2, dated February 2012, and the New York State Process Evaluation Protocols as updated January 6, 2012. The evaluation plans will address the comments of, and follow guidance from, Staff and the EEPS Evaluation Advisory Group (EAG). All evaluations of the Companies’ programs will be conducted in accordance with these approved plans.

The Companies anticipate that their efforts in the evaluation of energy efficiency programs will continue to be informed on an on-going basis by Staff and the EAG and by collaboration with other NY utilities implementing similar programs.

Principles underlying the Companies’ evaluation plan include:

- Consider program evaluation early in the program design process to identify evaluation data collection requirements, priorities and budgets,
- Maintain the independence of evaluation from the program implementation function,
- Document the energy savings for gas programs and the energy and demand savings for electric programs,
- Provide enhanced evaluation for programs or measures with the greatest savings, largest performance uncertainties or significant impacts on program cost,
- Use industry standard approaches and protocols, such as the International Performance Measurement and Verification Protocols (IPMVP), for transparency and reproducibility, and
- Provide ongoing, systematic feedback on program performance.

1. Management

The Companies understand the importance of and are committed to independent and transparent program evaluations. Independence is achieved through our internal structure and the use of external contractors to conduct evaluations.

2. Procurement

Both detailed evaluation planning and in-field EM&V activities will be performed by independent evaluation contractors retained through competitive request for proposal (“RFP”) processes. Management and oversight of these independent evaluation contractors is the direct responsibility of the Evaluation Manager. Further review and oversight of the Companies’ evaluation plans and reports is provided by the EAG and Staff.

The Companies and the independent evaluation contractor will work closely with Staff in developing the evaluation plan, as well as associated customer surveys, statistical approaches and modeling techniques employed in the assessment. It is anticipated that Staff will be part of the kick-off meeting with the selected evaluation contractor and will participate in periodic update meetings as work progresses.

3. Roles and Responsibilities

As Program Administrators, the Companies are responsible for hiring independent evaluation contractors to conduct program evaluations, providing access to program records and databases, providing access to company and implementation contractor staff, and providing participant customer data as necessary and in conformance with Staff guidelines on data confidentiality.

The evaluation contractor will follow all guidelines set by Staff and the EAG, and based on those guidelines, design and conduct an evaluation of the program that provides statistically valid results that meet the Commission’s requirements. The evaluation consultant will identify all data collection needs and assist the Companies in ensuring that the appropriate data is collected. The evaluation plan will allow for flexibility in the event that additional analysis needs to be completed in the future.

4. Budget and Overview of Program Evaluation

The evaluation will include activities to address key process and impact evaluation issues for this program. The evaluation budget, 5% of the total program budget, is given in the program budget section of this implementation plan.

The evaluation will be designed to incorporate steps to mitigate threats to data reliability. It will be based on prioritizing the evaluation needs for this program within the context of the Companies' portfolio evaluation budget. It will balance the need for both process and impact evaluation activities to improve program delivery and maximize savings.

The evaluation contractor will be expected to develop a detailed evaluation plan and schedule for this program acceptable to the Companies and the Commission; ensure acceptable employee and/or subcontractor performance; after approval of the evaluation plan by the Companies and the Commission, conduct the evaluation as per the approved plan; identify and recruit survey participants for process and impact interviews; conduct database review, engineering calculations and/or site visits to verify program impacts; identify actionable areas for

program improvement; highlight program successes that could be used for other programs; validate deemed savings estimates in New York's EEPS technical manuals against program results; produce periodic status reports and participate in periodic evaluation team conference calls; provide memos with interim evaluation findings for early follow-up by the Companies; and produce an evaluation report suitable for filing with the Commission.

5. Net to Gross Analysis

The Companies will use a 10% Net-to-Gross (NTG) adjustment, as required in the Technical Manual (10/15/2010) and its associated appendices. Results of the Impact Evaluation will be used to verify the accuracy of the 10% NTG adjustment for reporting purposes on a prospective basis.

6. Sampling Strategies and Design and Data Reliability Standards

Consistent with the Evaluation Plan Guidelines for EEPS Program Administrators, the Companies goal for estimating gross savings at the program level is at the 90 percent confidence interval, within +/- 10 % precision. The Companies' independent evaluation contractor will develop sampling protocols for all of its evaluations based on this standard.

7. Steps to Identify and Mitigate Threats to Data Reliability

The evaluation plan prepared by the evaluation contractor will be consistent with the EAG guidelines, the requirement to maintain a 90% confidence interval within +/- 10 % precision and the overall need to identify and mitigate threats to reliability of the results. The evaluation contractor will be required to insure data reliability to the greatest practical extent, including methods for minimizing systematic and random error and techniques for reducing uncertainty introduced by necessary assumptions and adjustments to the data.

8. Data Collection and Management Process

The Implementation Contractor will collect and maintain data provided from customer application forms and surveys of participants. Additionally, the Implementation Contractor will capture and track details regarding all installed measures and will calculate the energy savings acquired for each installed measure. This program data is consistent with reporting requirements and evaluation needs and will be provided to the Companies to support program evaluation. Data captured by the Implementation Contractor includes, but is not limited to, such fields as the customer name, account, premise level and other non-program specific data. Measure specific data as appropriate for the program will also be captured.

9. Schedule and Deliverable Dates

Specific dates for commencing evaluation studies will depend on actual program launch date and/or completion of EEPS1 EM&V activities.

10. Process Evaluation

A Process Evaluation will focus on identifying how the program is operating with the objective of identifying actionable improvements, assessing the effectiveness of the program delivery mechanism and identifying barriers to participation. The Process Evaluation will compare the operation of the program with the approved program plan and identify differences and the reasons for those differences. The Process Evaluation will also identify lessons learned and any specific actionable recommendations for improvement and address:

- Level of customer satisfaction.
- Effectiveness of the program delivery mechanism from the position of the program delivery contractors, program customers and other key stakeholders. Did the delivery mechanism differ from the program plan? If yes, how and why?
- Effectiveness of program promotion.
- Remaining barriers to program participation including an assessment of why some customers choose to not participate in the program.
- A review of program tracking data bases to ensure that data that will likely be required to support future program evaluation efforts is being collected. The process evaluation must address quality assurance by verifying data in the Companies program tracking database through data checks.

As part of the Process Evaluation plan, the evaluation contractor will survey implementation staff and participating customers. Sampling plans will be provided to Staff at their request.

The evaluation contractor will also include evaluation elements that meet the above requirements and highlight ways to build on program successes, while also providing specific cost-effective recommendations for improving the program within the program budget.

The desired result of this process evaluation is to identify and implement actionable improvement procedures for cost-effectively administering the program in a manner that produces significant and cost-effective savings for the Companies' customers.

11. Impact Evaluation

The Impact Evaluation will quantify the savings attributable to program efforts based on how the energy efficiency equipment is actually operating. The evaluation contractor will design and conduct a detailed Impact Evaluation for this program. Verification of base case equipment efficiencies (through engineering review or other means) will be required.

Impact Evaluation will include verifying measure installation and "due-diligence" site visits for selected sites. Energy savings will be documented through the most effective method for the program, which may include billing analysis, engineering review, review of metering records, review of participant records or other means.

Impact Evaluation design will include a thorough discussion of Net-to-Gross analysis and effects such as free ridership, spillover, persistence and snapback used to calculate net impacts. Results of the Impact Evaluation will be used to refine expectations about future program savings, to assess cost-effectiveness prospectively, and may be used to update deemed savings in the Technical Manuals and to modify future programs.

The Companies anticipate conducting the Process Evaluation contemporaneously with the Impact Evaluation of the program using industry-accepted methods of analysis.

Exhibit 1 – Refrigerator/Freezer Recycling Program Targets

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Table 1a - NYSEG Refrigerator and Freezer Recycling Program Costs & Savings Targets

	2012	2013	2014	2015	Total 2012-2015	% of Budget
Cumulative Savings (MWh)	4,361	4,361	4,361	4,361	17,444	
Program & Administrative Costs	\$1,281,000	\$1,281,000	\$1,281,000	\$1,281,000	\$5,124,000	95%
Evaluation/ M&V Costs	\$67,421	\$67,421	\$67,421	\$67,421	\$269,684	5%
Total Costs	\$1,348,421	\$1,348,421	\$1,348,421	\$1,348,421	\$5,393,684	

Table 1b – RG&E Refrigerator and Freezer Recycling Program Costs & Savings Targets

	2012	2013	2014	2015	Total 2012-2015	% of Budget
Cumulative Savings (MWh)	4,361	4,361	4,361	4,361	17,444	
Program & Administrative Costs	\$1,281,000	\$1,281,000	\$1,281,000	\$1,281,000	\$5,124,000	95%
Evaluation/ M&V Costs	\$67,421	\$67,421	\$67,421	\$67,421	\$269,684	5%
Total Costs	\$1,348,421	\$1,348,421	\$1,348,421	\$1,348,421	\$5,393,684	

Exhibit 2 – Refrigerator/Freezer Recycling Program Budgets by Category

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Table 2a. NYSEG Program Budget by Category

NYSEG	General Admin	Program Planning	Program Marketing	Trade Ally Training	Direct Program Implementation	Incentives / Services	Program Evaluation	Total
2012	\$5,919	\$5,919	\$216,269		\$46,800	\$1,006,093	\$67,421	\$1,348,421
2013	\$5,919	\$5,919	\$216,269		\$46,800	\$1,006,093	\$67,421	\$1,348,421
2014	\$5,919	\$5,919	\$216,269		\$46,800	\$1,006,093	\$67,421	\$1,348,421
2015	\$5,919	\$5,919	\$216,269		\$46,800	\$1,006,093	\$67,421	\$1,348,421
Total Costs	\$23,676	\$23,676	\$865,076		\$187,200	\$4,024,372	\$269,684	\$5,393,684

Table 2b. RG&E Program Budget by Category

RG&E	General Admin	Program Planning	Program Marketing	Trade Ally Training	Direct Program Implementation	Incentives / Services	Program Evaluation	Total
2012	\$5,919	\$5,919	\$216,287		\$46,800	\$1,006,075	\$67,421	\$1,348,421
2013	\$5,919	\$5,919	\$216,287		\$46,800	\$1,006,075	\$67,421	\$1,348,421
2014	\$5,919	\$5,919	\$216,287		\$46,800	\$1,006,075	\$67,421	\$1,348,421
2015	\$5,919	\$5,919	\$216,287		\$46,800	\$1,006,075	\$67,421	\$1,348,421
Total Costs	\$23,676	\$23,676	\$865,148		\$187,200	\$4,024,300	\$269,684	\$5,393,684

Exhibit 3 – Refrigerator/Freezer Recycling Program Measures

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Measures include free pickup and recycling-disposal of working second refrigerators and freezers 10-30 cubic feet, with a \$30 per appliance incentive paid to customers for participation (limit 2 units per customer); and six compact fluorescent lamps per participant.

Exhibit 4 – Refrigerator/Freezer Recycling Program O&E/Marketing Budget

May 22, 2012

Table 4a. NYSEG O&E/Marketing Budget

	2012	2013	2014	2015	Total
Web Page	No Cost				
Bill Insert	\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
Point of Sale Material	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Brochures/Newsletters	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Paid Media Advertising	\$165,769	\$165,769	\$165,769	\$165,769	\$663,076
Search Engine Optimization	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Direct Mail	\$10,000	\$10,000	\$10,000	\$10,000	\$40,000
Truck Signage	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
Email Marketing	No Cost				
Social Marketing	No Cost				
Total Costs	\$216,269	\$216,269	\$216,269	\$216,269	\$865,076

Table 4b. RG&E O&E/Marketing Budget

	2012	2013	2014	2015	Total
Web Page	No Cost				
Bill Insert	\$35,000	\$35,000	\$35,000	\$35,000	\$140,000
Point of Sale Material	\$1,500	\$1,500	\$1,500	\$1,500	\$6,000
Brochures/Newsletters	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Paid Media Advertising	\$165,787	\$165,787	\$165,787	\$165,787	\$663,148
Search Engine Optimization	\$1,000	\$1,000	\$1,000	\$1,000	\$4,000
Direct Mail	\$10,000	\$10,000	\$10,000	\$10,000	\$40,000
Truck Signage	\$2,000	\$2,000	\$2,000	\$2,000	\$8,000
Email Marketing	No Cost				
Social Marketing	No Cost				
Total Costs	\$216,287	\$216,287	\$216,287	\$216,287	\$865,148

Exhibit 5 – Refrigerator/Freezer Recycling Program O&E/Marketing Timeline

May 22, 2012

Method	2012	2013	2014	2015
Web Page	Ongoing	Ongoing	Ongoing	Ongoing
Bill Insert	Ongoing	Ongoing	Ongoing	Ongoing
Point of Sale Material	Ongoing	Ongoing	Ongoing	Ongoing
Brochures/Newsletters	Ongoing	Ongoing	Ongoing	Ongoing
Paid Media Advertising	Ongoing	Ongoing	Ongoing	Ongoing
Search Engine Optimization	Ongoing	Ongoing	Ongoing	Ongoing
Direct Mail	Ongoing	Ongoing	Ongoing	Ongoing
Truck Signage	Ongoing	Ongoing	Ongoing	Ongoing
Email Marketing	Ongoing	Ongoing	Ongoing	Ongoing
Social Marketing	Ongoing	Ongoing	Ongoing	Ongoing