

From Concept to Implementation: The Anatomy of the Efficient Product Marketplace

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Putting Customers First   

ABOUT LADWP

Largest municipal utility in the nation, serving a population of 4 million within a 465 square mile area.

- 1.4 million residential electric customers
- 674,000 residential water customers

Existing LADWP Residential Rebate Program

- Consumer Rebate Program, CRP
 - Qualifying Products
 1. ENERGY STAR® Refrigerators
 2. Refrigerator/Freezer Recycling
 3. ENERGY STAR® Room Air Conditioners
 4. Heating, Ventilation, and Air Conditioning (HVAC) System
 5. Whole House Fan
 6. ENERGY STAR® Windows
 7. Pool Pumps
 8. Cool Roof

CRP Application

Los Angeles Department of Water & Power

Consumer Rebate Program (CRP) Application

PART A: APPLICANT AND INSTALLATION INFORMATION			APP# <small>(office use only)</small>
SECTION 1: LADWP ACCOUNT AND PROPERTY INFORMATION			
LADWP Account Holder Name		LADWP Account Number	
		<input type="checkbox"/> Own <input type="checkbox"/> Rent	
LADWP Installation Address (or ARCA Pick-up Address)		City	Zip
Property Type (check one): <input type="checkbox"/> Single Family Residence <input type="checkbox"/> Apartment <input type="checkbox"/> Condominium/Townhome <input type="checkbox"/> Mobile Home <input type="checkbox"/> Duplex <input type="checkbox"/> Other:			
Daytime Telephone Number	Alternate Phone Number	Email Address	
() -	() -	@	
Where would you like us to mail the rebate check? <input type="checkbox"/> LADWP Installation/ARCA Pick-up Address <input type="checkbox"/> Other (complete Alternative Mailing Address below)			
Alternative Mailing Address:		City	State Zip
Is the rebate Payee the LADWP account holder? <input type="checkbox"/> Yes <input type="checkbox"/> No- Complete Section 2. If Payee is a business, complete Section 2 and Section 3.			
SECTION 2: PAYMENT ASSIGNMENT			
<i>Please complete this section only if the payee is different than the LADWP Account Holder.</i>			
I am authorizing this rebate payment to the third party "Payee" named below. I understand that I will not be receiving the rebate check from LADWP and that my release of this rebate payment to the "Payee" does not exempt me from the rebate requirements outlined in this application.			
Payee Name	Payee Phone Number	Payee Email Address	
	() -	@	
Payment Assignment Authorized by (Please Print LADWP account holder name as it appears on the LADWP Bill)			
First Name	Last Name	Signature	
SECTION 3: BUSINESS TAX INFORMATION			
<i>Complete this section if Payee is a business. Please include a W-9 with the application.</i>			
Business Tax Status (Check one): <input type="checkbox"/> Corporation <input type="checkbox"/> Tax Exempt/Non Profit <input type="checkbox"/> Partnership LLC <input type="checkbox"/> Other:			
California Business Entity ID Number		Payee Business Federal Tax ID	
C		-	
SECTION 4: CUSTOMER AGREEMENT			
By submitting this application, I (Applicant) agree to the Terms and Conditions. I certify that the information I have provided is true and correct. I further certify that the item(s) and/or equipment for which I am requesting a rebate meets the requirements listed on the rebate forms. I am aware of restrictions, codes, ordinances, rules and regulations of which I am in compliance and have obtained the permits necessary with my state/county/city government, property owner, and/or homeowner association. I will provide, if requested, an LADWP representative reasonable access to my residence to verify the installation of item(s) I have purchased before a rebate is paid. I understand that a rebate will not be paid if I refuse a verification inspection.			
Print LADWP Account Holder (Applicant) Name	LADWP Account Holder (Applicant) Signature	Date	

PART B: PRODUCT AND REBATE AMOUNT			
<i>Proof of purchase is required for all products and must be submitted with the Additional Documentation listed below</i>			
1	Energy Star® Qualified Refrigerator \$65 <small>Limit 1 per household</small>		Total Rebate
Manufacturer:		Purchase Date:	\$
Model#:		Install Date:	
2	Refrigerator/Freezer Recycling Program \$50 per unit <small>Limit 2 units per year - per residence</small>		Total Rebate
Recycled Appliance(s)		Qty.	Pick Up Date
<input type="checkbox"/> Refrigerator			
<input type="checkbox"/> Freezer			
		Additional Documentation	
		<input type="checkbox"/> Recycling Certificate (given by ARCA representative)	
3	Whole House Fan \$200 per unit		Total Rebate
Manufacturer:		Additional Documentation	
Model#:		<input type="checkbox"/> Home Improvement Contract	
Purchase Date:		<input type="checkbox"/> Final Approved Permit	
Install Date:			
4	Heating Ventilation and Air Conditioning (HVAC) System \$100-\$120 per ton		Total Rebate
System Type		Rebate Amount	Additional Documentation
<input type="checkbox"/> Central Air Conditioner 15 SEER		\$100/Ton	<input type="checkbox"/> AHRI Certificate
<input type="checkbox"/> Central Air Conditioner ≥16 SEER		\$120/Ton	<input type="checkbox"/> Home Improvement Contract
<input type="checkbox"/> Central Heat Pump ≥8.5 HSPF, ≥15 SEER		\$100/Ton	<input type="checkbox"/> Final Approved Permit
Manufacturer:		Condenser Model#:	Evaporative Coil#:
Furnace Model#:		System Tons:	AHRI Cert. #:
SEER:		Purchase Date:	Install Date:
5	Energy Star® Qualified Room Air Conditioner \$50 per unit		Total Rebate
Qty.	Manufacturer:	Purchase Date:	\$
	Model#:	Install Date:	
6	Variable Speed or Variable Flow Pool Pump and Motor \$500 <small>Limit 1 per household</small>		Total Rebate
Manufacturer:		Additional Documentation	
Model#:		<input type="checkbox"/> Proof of installation	
Purchase Date:		<input type="checkbox"/> New Pool - Final Approved Permit	
Install Date:		For required documentation under the \$1,000 CPFR Program visit www.ladwp.com/cpr	
7	Cool Roof \$0.20-\$0.30 per square foot		Total Rebate
Roof Slope		3 Year SRI	
<input type="checkbox"/> Low (<2:12)		\$0.20 per sq. ft.	\$0.30 per sq. ft.
<input type="checkbox"/> Steep (>2:12)		<input type="checkbox"/> ≥75 SRI	<input type="checkbox"/> ≥85 SRI
		<input type="checkbox"/> ≥16 SRI	<input type="checkbox"/> ≥35 SRI
Cool Roof Rating Council Product ID#:		Total sq. feet:	Manufacturer:
			Model#:
			Purchase Date:
			Install Date:
8	Energy Star® Qualified Residential Window \$2 per square foot		Total Rebate
■ Windows Installed:		Additional Documentation	
■ Glass Doors Installed:		<input type="checkbox"/> Home Improvement Contract	
Total window sq. feet:		<input type="checkbox"/> Final Approved Permit	
Purchase Date:		<input type="checkbox"/> NFRC Label for each window and/or	
Install Date:		<input type="checkbox"/> Manufacturer Order Confirmation Sheet	
Total Rebate Amount			\$

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CRP Overview

- Consumer Rebates Program, CRP
 - Rebate application can be submitted either online or via paper
 - Customer submits supporting documentation with rebate application
 - Rebate checks mailed once application has been approved

- **PROCESS CAN TAKE UP TO SIX MONTHS**

CRP – Customer Feedback

- Burdensome to provide supporting documentation
- Difficulty in application tracking
- Lengthy processing times

Addressing Customer Feedback

- Streamline the supporting documentation process
- Provide timely updates to customer regarding application status
- Reduce processing times
- **HOW DO WE ACCOMPLISH THIS?**


Creation of a New Residential Rebate Program - Efficient Product Marketplace

- The Efficient Product Marketplace, EPM
 - Provides customers an opportunity to research, locate, and purchase energy efficient products from a single website.

The EPM is a convenient, one-stop web based solution that provides a selection of popular energy efficient brands available at numerous stores and online retailers, pricing and available rebate information on eligible products, and quick rebate turnaround.

EPM Application

Save up to \$425 on your electricity bill and get a \$75 online rebate.




Frigidaire FGHT2048QE

No complicated forms. You don't have to mail in your rebate application. We verify your receipt online and make sure it gets processed quickly. Plus, LADWP offers an extra **\$50** when you recycle your old refrigerator through the LADWP Refrigerator Recycling Program. Just enter your email address and we'll get you started now!

Go!

Customers of Los Angeles Department of Water & Power only.

The privacy of your data is dear to our hearts. We use top security to process your information and we will never share any of it.

 ★★★★★	96	20.4 Cubic Feet	\$893	up to \$425	get \$75
Frigidaire Gallery FGHT2048QP without Ice Maker ★★★★★	96	20.4 Cubic Feet	\$893	up to \$425	get \$75
Kenmore 60609 without Ice Maker	96	18.1 Cubic Feet	\$530	up to \$383	get \$75

EPM Addresses All of the CRP Applicant Concerns

- Streamlined application process and supporting documentation
- Status email sent to customer at each stage
- Rebate is processed and mailed within 5-7 business days
- Customer has option of receiving rebate via prepaid gift card or Paypal

Hurdles in Implementation

1. Customer confusion regarding two similar program offerings
2. Lack of customer awareness of the EPM

Methods Used to Engage Customers

- Bill inserts
- Created program flyers
- Engaged via social media
- Created an awareness sweepstakes
- Themed email campaigns

EPM – Super Bowl Email Campaign

Los Angeles  Department of Water & Power

The Super Bowl is coming.
Is your TV ready? We can help.



www.ladwp.com/epm

Shop TVs, refrigerators and light bulbs in LADWP's Efficient Product Marketplace, get a superfast rebate, and save money on your utility bill.

EPM - Black Friday Email Campaign

Los Angeles  Department of Water & Power

**Every Day is
BLACK
FRIDAY!**



Shop Anytime
www.ladwp.com/epm

Shop TVs, refrigerators and lightbulbs in LADWP's **Efficient Product Marketplace** 24/7, get a super fast rebate, and save money on your utility bill.

Results of the Email Campaign

Status	Count	%
Not Opened	454,208	61.2%
Opened	210,443	28.4%
Bounced	77,067	10.4%
Total	741,718	100%

Time Period	Count
October 2015	102
November 2015	17,667

Results of Customer Survey

- “Easy to apply and quick processing times”
- On a scale of 1-5, 5 being very satisfied, customers who responded to the EPM survey, rated the program a 4.7.
- Customers typically stated they would like for additional products to be added to the marketplace.



Lessons Learned

1. Start early and be visible.
2. Highlight the selling points.
3. Find the balance between customer friendly and reasonable.
4. Go with what works.
5. Be patient.

New LADWP Residential Rebate Program

The screenshot displays the LADWP Marketplace website. At the top left is the LADWP logo (Los Angeles Department of Water & Power). To its right is a search bar with the text "search models..." and a magnifying glass icon. Further right is a "Products" dropdown menu and a "Support" link. The main header image shows a modern kitchen with white cabinets and a dark countertop. A white overlay box on the right side of the kitchen image contains the text: "LADWP Marketplace" in blue, followed by "The LADWP Efficient Product Marketplace helps you choose energy-saving products." Below the kitchen image, there are three feature boxes: 1. "Energy Score 91" with a green circular icon containing the number 91, and the text "Find energy-saving products Search, filter & compare the most energy efficient models." 2. "See your energy savings" with a blue icon of a dollar sign and a leaf, and the text "See how much energy efficient products can save you." 3. "Know what's popular" with a five-star rating icon and the text "We analyze sales and user reviews from leading retailers." Below these boxes is a navigation bar with buttons for "All Products", "With Rebates" (highlighted in purple), "Kitchen", and "Heating & Cooling". Underneath the navigation bar, there are four product images: a refrigerator, a television, a light bulb, and an air conditioner.

www.ladwp.enervee.com

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