

The logo for NYSERDA features the word "NYSERDA" in a bold, black, sans-serif font. To the right of the text is a stylized, yellow, curved line that forms a partial circle or swoosh, suggesting energy or a dynamic path.

**NEW YORK: Air-Conditioner Rebates (BE COOL)
ENERGY STAR Program Area: Products**

Program Summary: The [New York State Energy Research and Development Authority](#) (NYSERDA) has used cash bounties and consumer awareness activities to encourage state residents to trade in inefficient air conditioner units for ENERGY STAR models since 2000 through the “KEEP COOL,” “[STAY COOL](#)” and “[BE COOL](#)” campaigns. The “BE COOL” program in 2007 focused on the single and multi-family housing units of New York City and Westchester County.

Program Description and Development: NYSERDA has developed, designed and implemented the successful ENERGY STAR air conditioner campaigns in New York. For “BE COOL” in 2007, which focused on the densely populated downstate region, NYSERDA partnered with a wide-array of organizations and companies including utilities (the New York Power Authority, Con Edison) retailers and manufacturers (PC Richards, Best Buy, Home Depot), and local government entities ([New York City Economic Development Corporation](#) and the [Department of Sanitation](#)). Consumers in six counties/boroughs who turned in an old unit and followed through on the application were able to earn a bounty of \$35 for widow-based air conditioners or \$100 for through-the-wall units upon completion of the process. NYSERDA and partners worked throughout the summer and beyond to publicize the short-term benefits of BE COOL and the long term savings from ENERGY STAR appliances.

Resources and Investment: BE COOL is a high cost ENERGY STAR activity. While the state is still encouraging post-season ENERGY STAR qualified air conditioner purchases in multi-family dwellings and processing bounties, estimates of BE COOL indicate that it could cost upwards of \$10 million. NYSERDA has leveraged consumer awareness activities and partner resources to further the cost effectiveness of this campaign.

Energy Savings Benefits and Results: Cooling is one of the most costly aspects of summer energy costs. With increased focus on climate change and greenhouse gas emissions among the leaders of New York City and State, BE COOL has furthered efforts to reduce the impact of the high energy Lower Hudson Valley Region. Through KEEP COOL, which ran for four years earlier this decade, 275,000 ENERGY STAR air conditioners replaced models that used 25-40 percent more energy. The BE COOL Challenge website reported (as of the middle of November) replacement of 4,170 window and 3,159 through-the-wall units in 2007, with the most success in Queens.

Lessons Learned: Mark Michalski of NYSERDA says that there are many variables that contribute to the effectiveness of this type of program. This past summer, for example, was cooler than normal reducing the consumer demand on air conditioner purchases. For more controllable factors, it is important to start early to allow partners and consumers enough lead time for publicity and ensuring adequate supply. It is also important to correctly assign the value of the bounty and to focus marketing onto the correct consumers. Partners must also be willing to work on the program for the entire summer. Overall the program does lead to very positive reductions in energy in line with the goals of the ENERGY STAR program.

Further Resources:
[New York Energy Smart](#)

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