

Next Steps for Gas Efficiency Programs

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Who is CEE?

– Consortium for Energy Efficiency

- 501(c)3; \$2.7 M budget; located in Boston; staff of 22 – 3 exclusively devoted to support our gas members
- Serve the US and Canadian electric and gas efficiency program industry; 34 gas programs are members
- CEE Forum for program administrators and their stakeholders—advocates, Energy Star and industry
- Exclusively develop and support efficiency programs on behalf of members where a collective approach is desired or required

CEE's Simple Mission

CEE helps

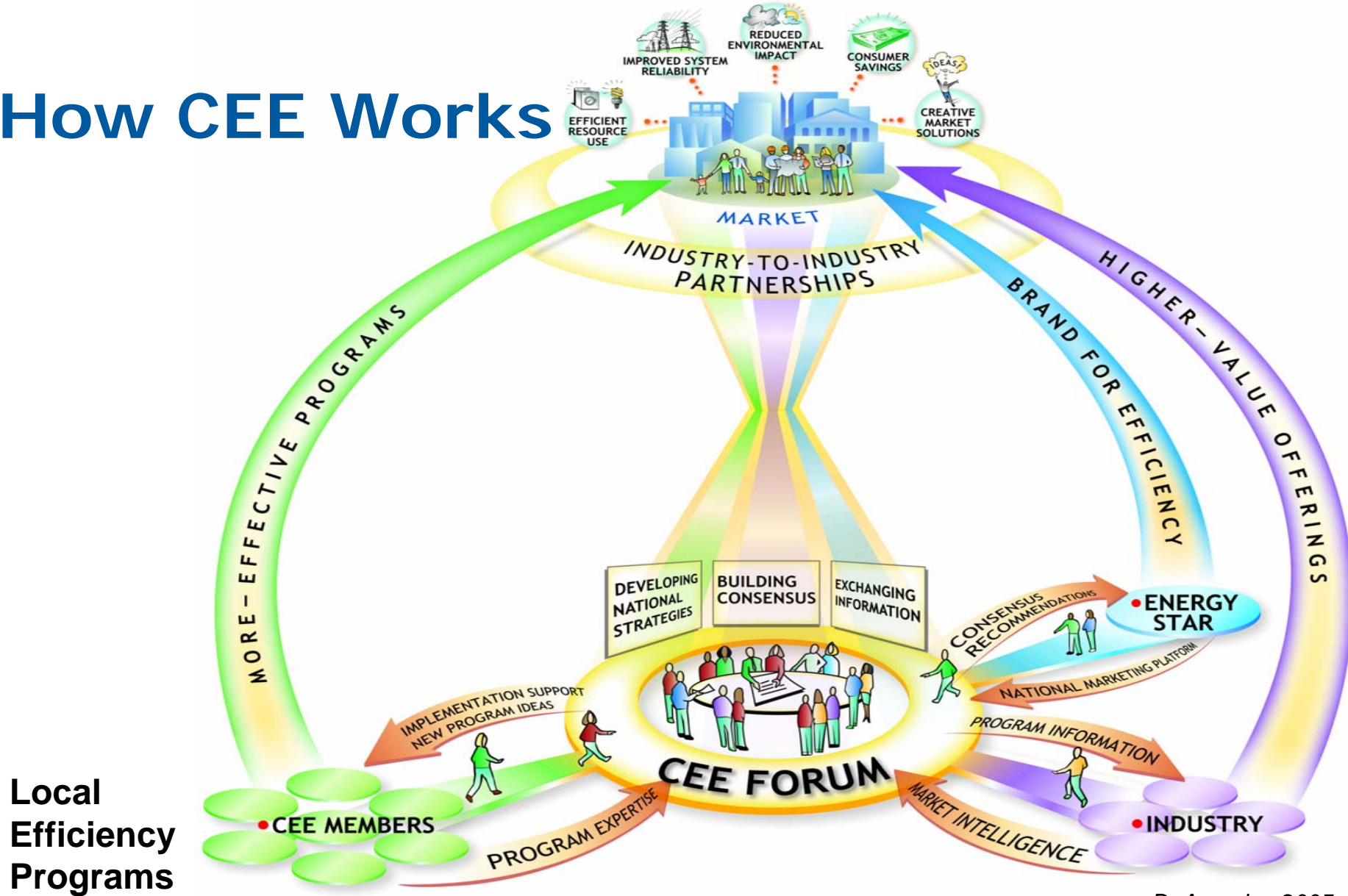
efficiency programs be more effective through enhanced **communications** and increased **harmonization**

to advance energy efficiency for the benefit of the public

Energy Efficiency Programs Today

- CEE members invest over \$3 billion annually to bring energy efficiency to the public including \$459 million for gas efficiency
- CEE member's programs reach over 50% of the U.S. population and more than 67% of Canadians
- CEE U.S. member program budgets represent more than 90% of total ratepayer support.
- CEE is where the combined gas and electric *efficiency program industry* from across the U.S. and Canada works together.

How CEE Works



D. Arsenian 2005

A History of Efficiency Programs Working Together

- Created in 1991 following SERP
 - First program to pool utility incentives for manufacturers rather than customers with winner-take-all approach
- Incubator for nationwide initiatives
 - Leveraging mass markets to promote higher efficiency
 - Initially U.S. but increasingly addressing harmonized U.S. and Canadian markets
- Making local utility programs more effective
 - Even California can't command separate products from North American manufacturers
 - Articulating common interests in the ENERGY STAR Program

Collective Approaches to Leverage Working as an Industry

- Joint Research – Information Sharing
- Golden Carrots
- Bulk Procurements
- Design Charrettes
- Design Competitions
- Credible Endorsements
- Leveraging ENERGY STAR
- CEE Initiatives
- Partnerships with industries
- CEE support for program managers

CEE Initiatives Accelerate Market Acceptance

- Consensus On What Constitutes High Efficiency
- Harmonizing Program Criteria
- Sharing Best Program Practices
- Partnering With Manufacturers to Address:
 - Consumer Awareness
 - Distribution Channel
 - Specifiers and Installers
- Promoting Program Opportunities To Manufacturers
- Publicizing Qualifying Products

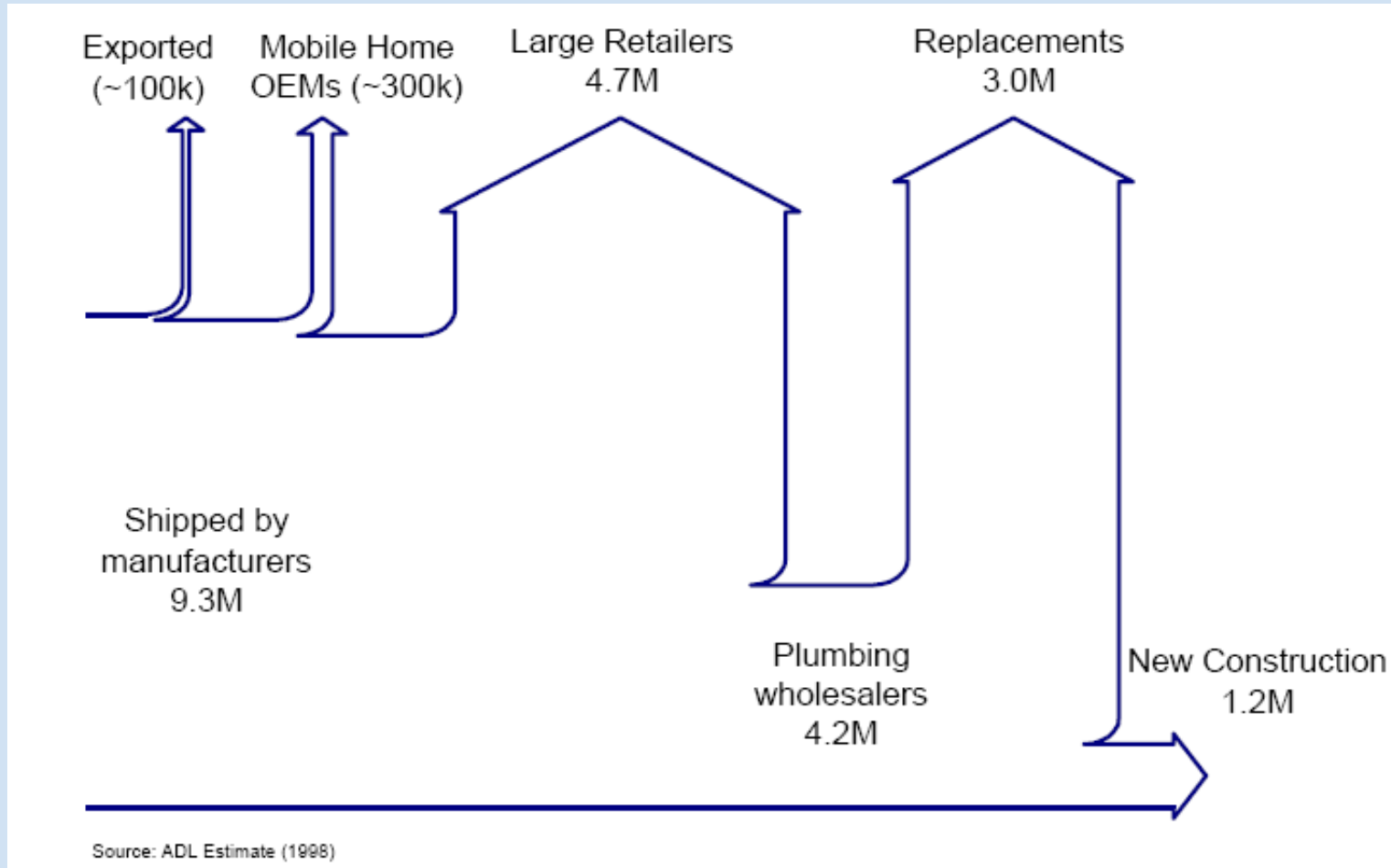
High-Efficiency Residential Water Heating Initiative

	Storage <75,000 Btu/h
Tier 0	≥ 0.62 EF
Tier 1	≥ 0.67 EF
Tier 2	≥ 0.80 EF

	Tankless >50,000 and <200,000 Btu/h
Tier 1	> 0.82 EF (w/ electronic ignition)

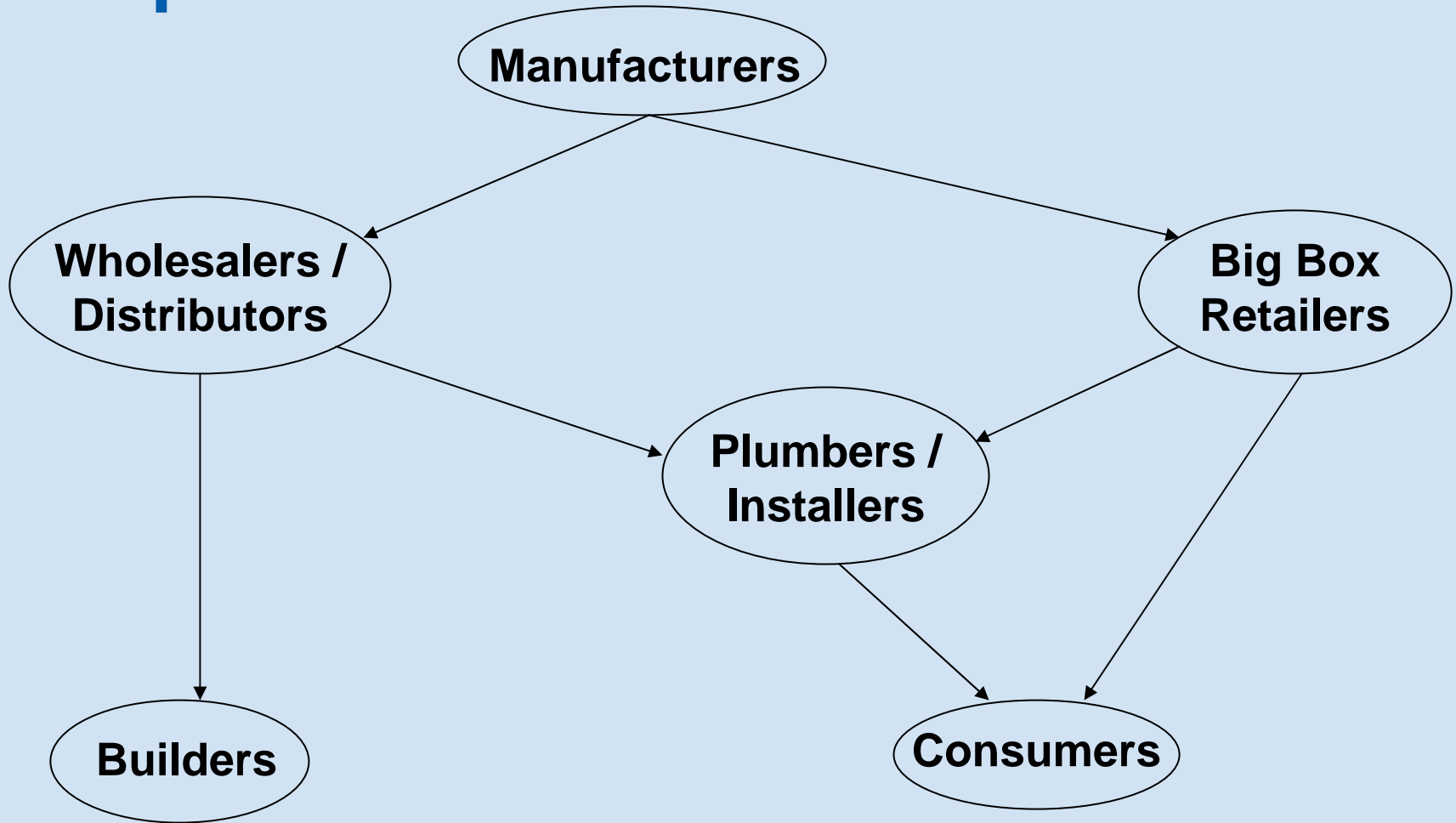
- Common Efficiency Specifications
- Consistent Messaging
- Outreach to Installers and Contractors
- Some programs have had success offering rebates to the “mid-stream”

Overall Product Flow Is Simple...

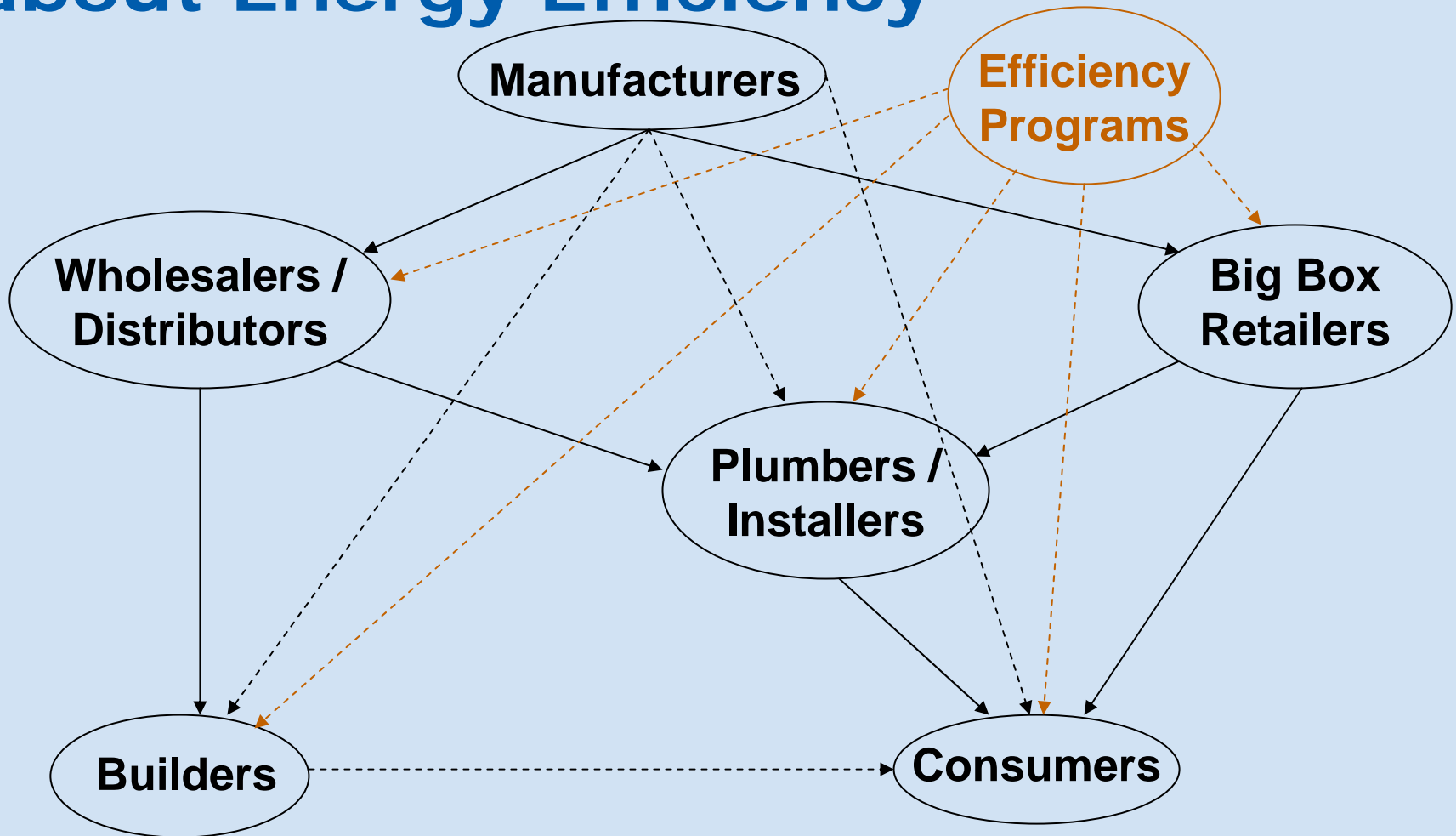


DOE, 2000. "Technical Support Document: Energy Efficiency Standards for Consumer Products: Residential Water Heaters"

...But the Path to the Consumer is Complex...



...And Players Get Multiple Messages about Energy Efficiency



The Collective Approaches to Leverage Working as an Industry

- Joint Research – Information Sharing
- Golden Carrots
- Bulk Procurements
- Design Charrettes
- Design Competitions
- **Credible Endorsements**
- **Leveraging ENERGY STAR**
- **CEE Initiatives Partnerships with industries**
- **CEE support for program managers**

A Communications Campaign Seems to Be the Best Approach

- Opportunity for CEE Members, Manufacturers, and Trade Associations to Work Together
- CEE's final commitment to be considered by its board next week, seeking firm commitments from others after that (final details available after June 13th)
- Will use existing relationships and communications channels to address a common message:

It's crucial for consumers & installers to hear that efficient water heaters exist and are supported by local efficiency programs.

Working Together We Can Have Greater Impact

- Goal will be achieved through common messages from a variety of stakeholders objectives of
 - promoting the benefits of efficiency to consumers and installers,
 - influencing wholesalers and retailers to stock efficient water heaters, and
 - generally establishing a consistent market presence for high-efficiency water heating.
- Each stakeholder will use its existing relationships to reach consumers, installers, retailers and wholesalers with consistent & credible information on energy efficiency

Questions?

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