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smart energy choices

# Energize CT Hot Water Program

ACEEE Hot Water Forum  
February 23, 2016

Jennifer Parsons - UI, SCG, and CNG



UIL HOLDINGS COMPANIES

# Energize Connecticut

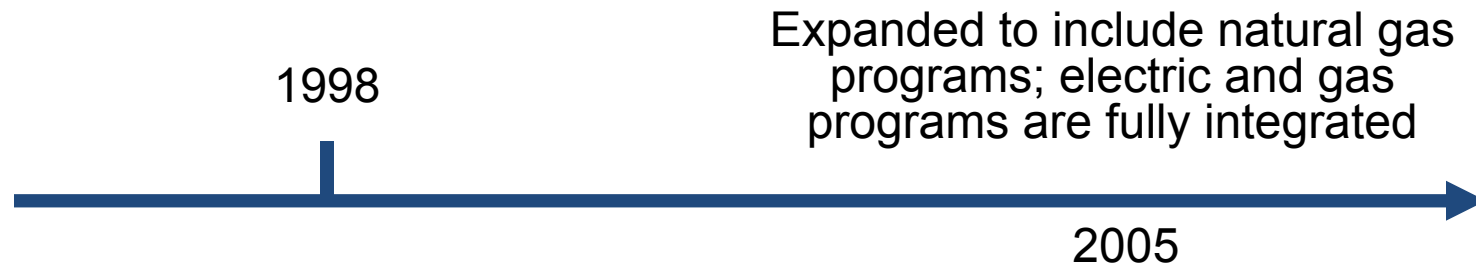
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- Energize Connecticut is the state's branding initiative to help consumers save money and use clean, affordable energy.
- A partnership of the Energy Efficiency Fund, the Connecticut Green Bank, Department of Energy and Environmental Protection (DEEP), the state and local electric and gas utilities.



# Energy Efficiency in Connecticut

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Created by legislature to provide cost-effective electric energy efficiency and load management programs

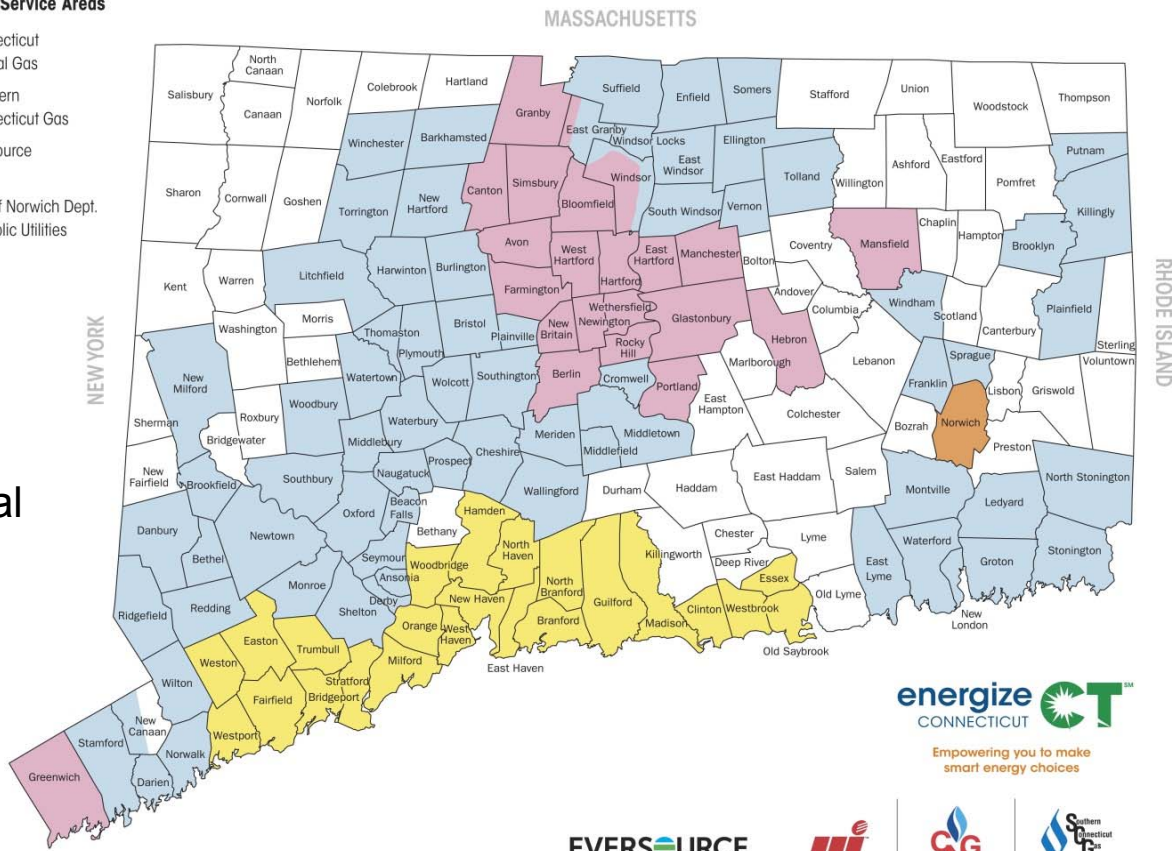
## Objectives

- To advance the efficient use of energy
- To reduce air pollution and mitigate negative environmental impacts
- To promote economic development and energy security

# CT Service Territory: Natural Gas

## Natural Gas Service Areas

- Connecticut Natural Gas
- Southern Connecticut Gas
- Eversource
- City of Norwich Dept. of Public Utilities



442,000 Residential Gas Customers



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UIL HOLDINGS COMPANIES

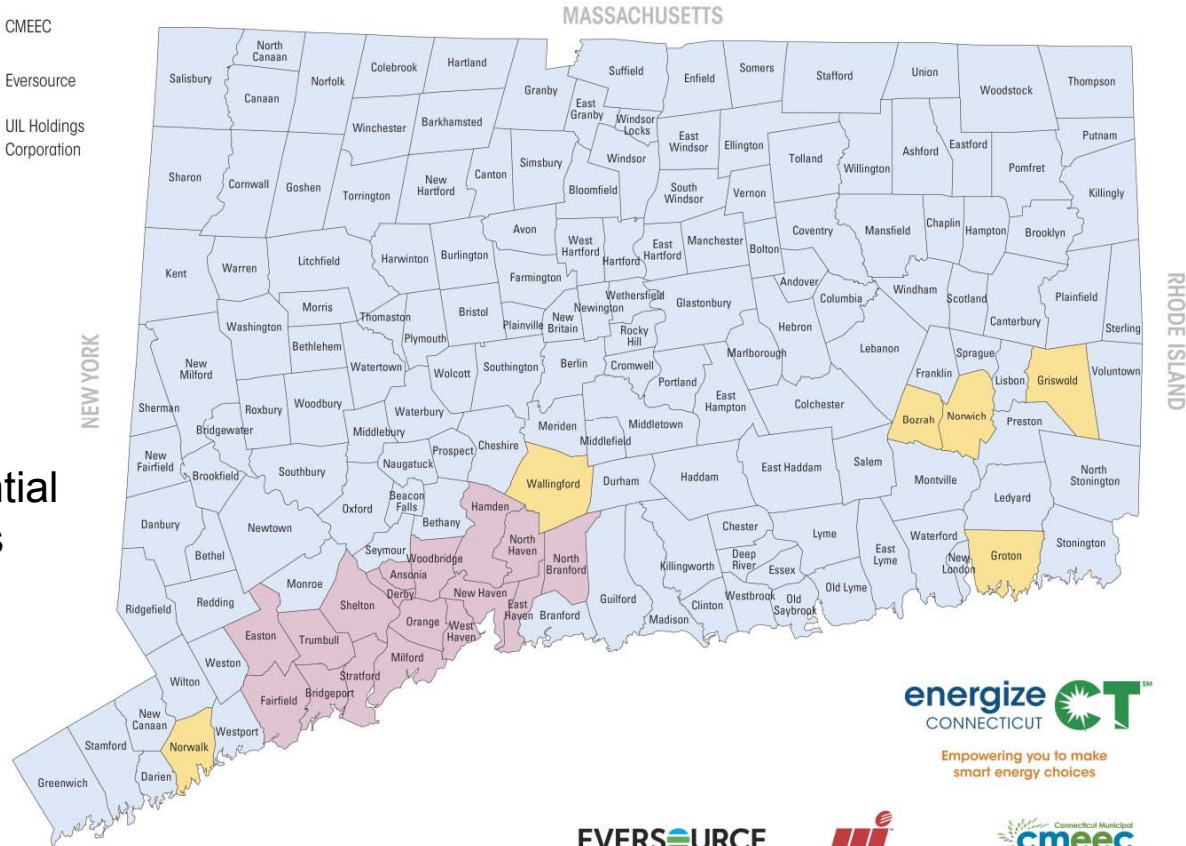
Gas may not be available in all areas of towns served. Norwich is NOT participating in the Gas Upstream Rebate program.



# CT Service Territory: Electric

## Electric Service Areas

- CMEEC
- Eversource
- UIL Holdings Corporation



1,325,000 Residential Electric Customers



# Why Move Upstream?

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- Goals:
  - Market transformation
  - Increase high efficiency equipment stocking
  - Improve program delivery:
    - Eliminate rebate breakage
    - Reduce market confusion
    - Improve customer interest and understanding
    - Improve historically low distributor and contractor program understanding



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# Moving CT's Water Heating Program Upstream

# Residential Upstream Incentives - 2016

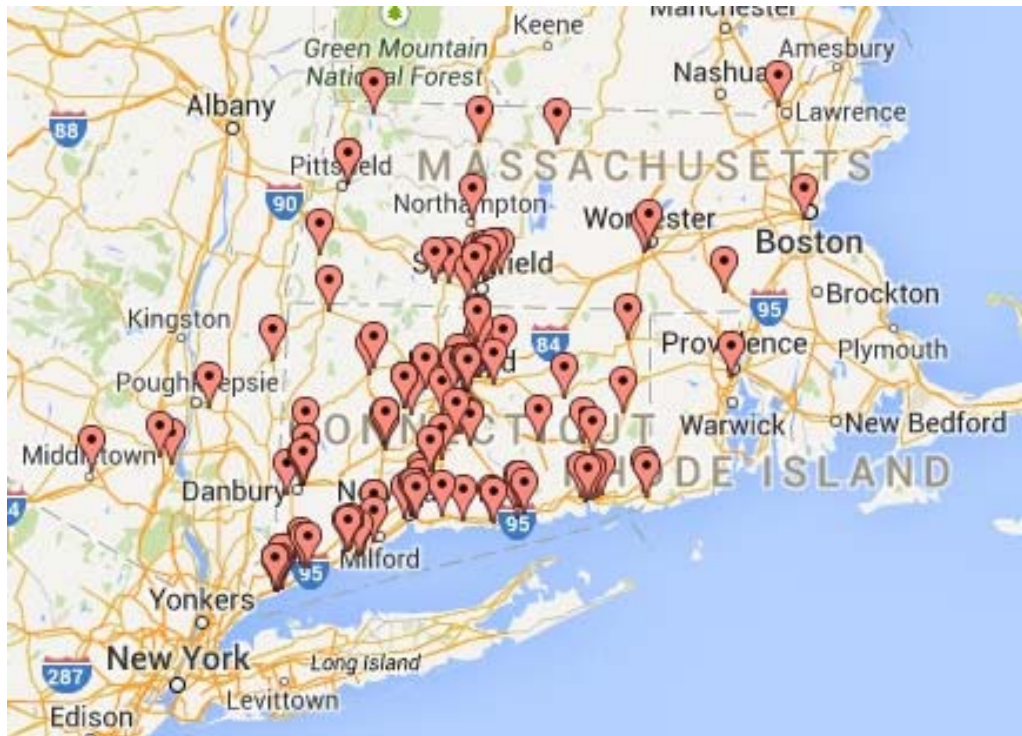
## Eligible Equipment

- ENERGY STAR® Natural Gas Water Heaters:
  - Tankless 0.94 EF+ = \$300
  - Condensing 95% TE = \$300
- Heat Pump Water Heaters: \$400 or \$300 at retail with \$100 mail-in rebate to customer
- Specific space heating equipment also included



# Distributor/Retailer Enrollment Success

- Program Pilot began October 2013
- Statewide Rollout April 2014



Participating Distributors	Participating Branch Locations
52	139

~ 99% distributor participation

Participating Retailers	Participating Locations
14	66



# Distributor Participation Requirement

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- Sign agreement
- Mark down eligible equipment when sold in participating towns
- Licensed installers only
- Collect end user information
- Send submission template and invoices to rebate fulfillment vendor
- Reimbursed mark down plus \$5 - \$15 processing fee within 30 days

# Retailer Participation Requirements

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- Sign agreement
- Mark down eligible HPWH's
- Submit Point Of Sale (POS) monthly to rebate fulfillment vendor
- Reimbursed within 30 days
- Placement of \$100 mail-in rebate on displays

# Quality Assurance

- Rebate vendor verifying against double-dipping
- Counter day events
- Gas territory placemats
- Post inspections
- Customer “thank you” postcard:



Did you know that heating, cooling and hot water account for more than half of the energy used in your home?

Your new energy-efficient equipment is helping you cut back on utility costs while making your home more comfortable. Plus, you saved instantly through Energize Connecticut!

When your installation contractor purchased the equipment, an Energize Connecticut rebate was applied. You saved between \$100 and \$750 without filling out a rebate form!

If you have questions regarding your equipment, please contact the installing contractor.

For more ways to save and for details on the instant rebate applied, visit [EnergizeCT.com](http://EnergizeCT.com)

Customer Address  
Here



Connecticut  
Light & Power  
A Northeast Utilities Company



The United Illuminating Company



Energize Connecticut – programs funded by a charge on customer energy bills.

# Marketing

- Point of Purchase (POP) Signage, Radio, Billboards, TV



**ENERGY STAR® Natural Gas Water Heater**

**BIG SAVINGS NATURALLY!**

**INSTANT DISCOUNT \$100-\$500**

PRICE OF PARTICIPATING MODELS REFLECTS ENERGIZE CONNECTICUT INSTANT DISCOUNT\*

\*Must provide a valid residential CHWS, SCS, or Economic customer installation address.

**ASK OUR SALES AND SERVICE TEAM FOR DETAILS.**

For more information call 1-877 WISE USE (877-947-3873) Or visit [EnergizeCT.com](http://EnergizeCT.com)

**ASK ABOUT ENERGY STAR**

SPECIAL PRICING BROUGHT TO YOU BY

**energize CT CONNECTICUT**  
Empowering you to make smart energy choices.

**EVERSOURCE ENERGY** | **ui** | **CG** | **CS**

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Connecticut Green Bank, the State, and your local electric and gas utilities with funding from a charge on customer energy bills.

**Heat Pump Water Heaters use 50% LESS ENERGY**

Than standard electric water heaters!

**1-877-WISE USE** **EnergizeCT.com**

**energize CT CONNECTICUT**  
Empowering you to make smart energy choices.

**Connecticut Light & Power**  
A National Grid Company

**ui**  
The United Illuminating Company



<https://vimeo.com/channels/719455/93668883>



# Targeted Direct Mailer: Partnership with GE

**SAVE HUNDREDS WITH REBATES FROM PARTICIPATING RETAILERS AND YOUR LOCAL ELECTRIC UTILITY.**

PRSRT STD  
US POSTAGE  
PAID  
LOUISVILLE, KY  
PERMIT # 643

\*\*\*\*\*ECRWSEDDM\*\*\*\*\*  
LOCAL  
POSTAL CUSTOMER



AVAILABLE AT  
**LOWE'S** sears

*Limited-time offer  
good until October 31, 2015*

GE® GeoSpring™	50-gal	80-gal
Regular Price:	\$1,199	\$1,899
GE instant discount:	\$200	\$200
Energize CT instant discount:***	\$400	\$400
Final Price:	\$599	\$1,299

To learn more, visit [GeoSpring.com](http://GeoSpring.com) or  
[EnergizeCT.com/HeatPumpWaterHeater](http://EnergizeCT.com/HeatPumpWaterHeater)

*Don't flood your basement!  
If your water heater is over 10 years old,  
be proactive and replace it with an  
ENERGY STAR® certified water heater  
BEFORE it fails.*



**GE APPLIANCES**

PARTICIPATING UTILITY



Empowering you to make  
smart energy choices

Energize Connecticut programs funded by a charge on customer energy bills

\*\*\*Energize Connecticut instant discount is available to residential customers of Eversource and The United Illuminating Company.

Utilities recommend unit installed in unconditioned space except garages and closets for optimum energy savings. For more information visit [EnergizeCT.com/HeatPumpWaterHeater](http://EnergizeCT.com/HeatPumpWaterHeater).

LOWE'S®, Gable Mansard Design, and Never Stop Improving are registered trademarks of LF, LLC. All are used with permission. Lowe's® shall not be responsible for the fulfillment of the electric utility rebate.



# Email to Contractor Database

- 2,000 HVAC/plumber recipients



## Heat Pump Water Heaters can save your customers THOUSANDS!

The latest **ENERGY STAR®** Heat Pump Water Heaters use [less than half the energy](#) of a conventional electric water heater. And that means a typical household can [save thousands](#) over the life of the unit.

And the savings don't end there! You can also offer your customers an [instant \\$400 discount](#) on select ENERGY STAR® Heat Pump Water Heaters. That's in addition to other manufacturer rebates which may be available.

Energy and money savings for homeowners. And happy customers for you. It's a win-win!

Go to [EnergizeCT.com](http://EnergizeCT.com) or call **1-877-WISE USE** to learn more.

# Web Banner Ads

energize **CT**  
CONNECTICUT  
Empowering you to make  
smart energy choices



Heat Pump  
Water Heaters use  
**50%  
LESS ENERGY**  
Than Traditional  
Electric Water Heaters!

EVERSOURCE ENERGY **ui** Find Out More!

energize **CT**  
CONNECTICUT



Heat Pump  
Water Heaters  
Use...

EVERSOURCE ENERGY **ui**  
© 2014 WASHINGTON COMPANY

energize **CT**  
CONNECTICUT



**50% Less  
Energy**  
Than Standard  
Electric Tanks!

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CONNECTICUT



Replace  
Yours  
Before it fails!



Find Out  
More!

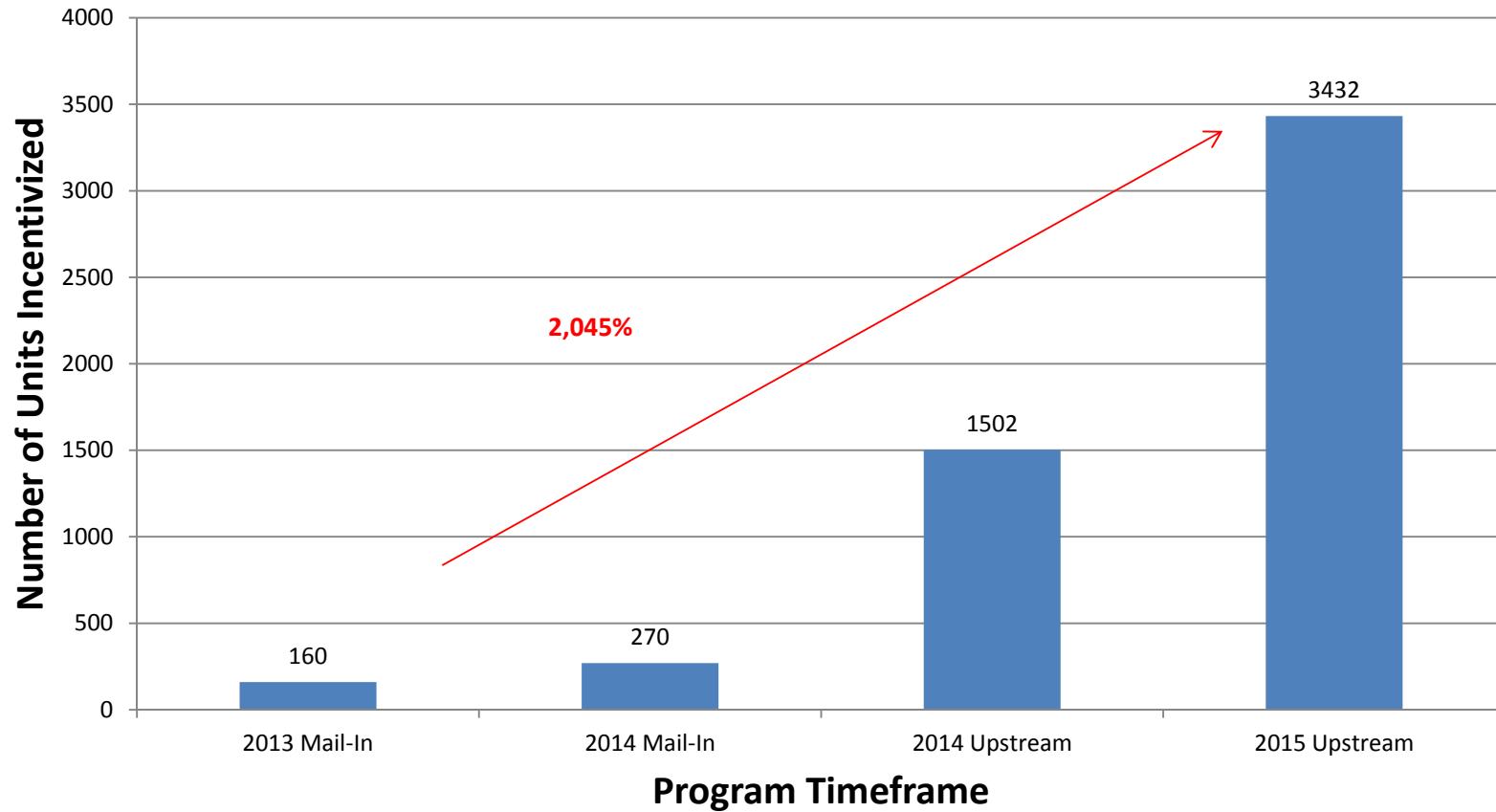


# Field Implementation

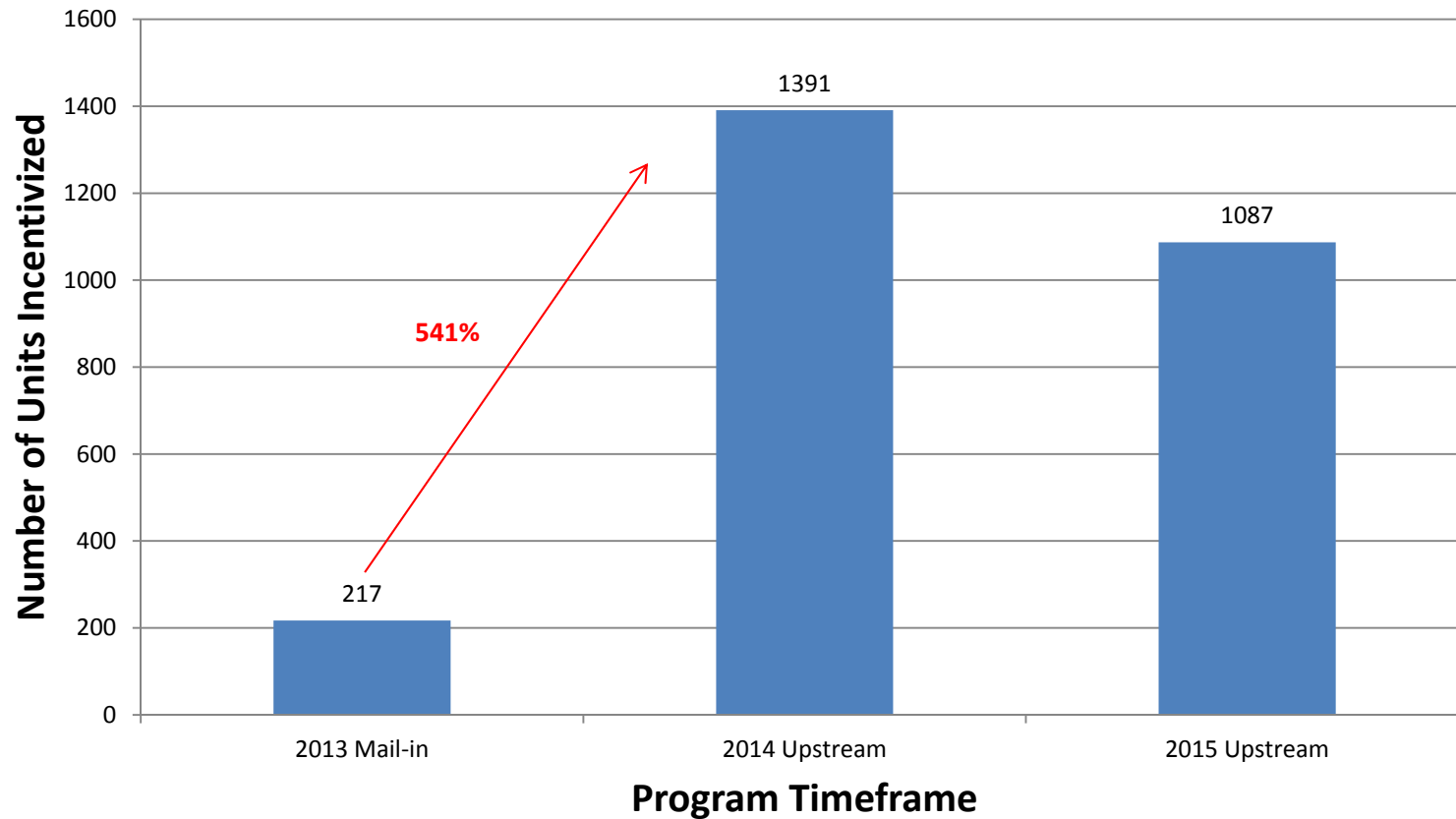
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- Circuit rider provides retail associate and distributor training and support:
  - Provide handouts on proper application and installation to maximize equipment efficiency and promote related trainings
  - How to leverage the instant discount as a marketing tool to increase participation
  - Educate on equipment sales reported procedure
  - Update POP signage and handouts

# Gas Water Heater Program Success



# Heat Pump Water Heater Program Success



# Fringe Benefits of Upstream

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- Strengthened relationship with HVAC community

2013 Installation Contractor Participation	2014 Installation Contractor Participation
176	481

- Reduction in rebate fulfillment costs
  - (\$1.25/each reduction upstream)
- Reduction in paperwork flow (less trees)
- Significant increase in C&I program participation and other residential programs – paved the way for upstream C&I program launch 1/1/2016

# Program Challenges

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- Propane equipment (natural gas availability)
- Initial participation reluctance (submission collection)
- Distributor submissions
  - Eligible customers
  - Licensed installers
  - Using EXCEL
- Contractor passing along discount
- Changing customer understanding of discount
- Municipal electric territories
- Initial shelf stocking vs demand

# Future Considerations

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- Enhanced QA
- Proper Installation Testing
  - Training courses for installers
- Enhanced Marketing
- Federal hot water standard changes
- Measure market transformation with sales data

# Internal Logistics

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- Cost splits for equipment in dual territory towns
- Cost coverage in municipal towns + claim savings
- Administrative Costs:
  - Rebate fulfillment vendor
  - Circuit rider
  - Processing Fees
  - Marketing Team (split between utilities when possible)

# Things To Consider in Your State

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- Gather distributor, manufacturer and contractor network contacts – for outreach and relationship building
- Simple program design
- Accessibility of PA / Circuit Rider to answer questions
- Marketing to consumers needs to continue
- Adequate budget
- Utility collaboration



# For a Distributor Perspective

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Jen Ryan

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# Questions?

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860-665-5825

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[EnergizeCT.com/hpwh](http://EnergizeCT.com/hpwh)

