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smart energy choices

Energize Connecticut Upstream Residential HVAC Program

Presented at the 2015 ACEEE National Conference on
Energy Efficiency as a Resource
September 22, 2015

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UIL HOLDINGS COMPANIES

Presentation Agenda

- Energize Connecticut
- Upstream Model and Benefits
- Upstream Program Design
 - Distributor requirements
 - Marketing
 - Challenges
 - Successes
 - Program Considerations

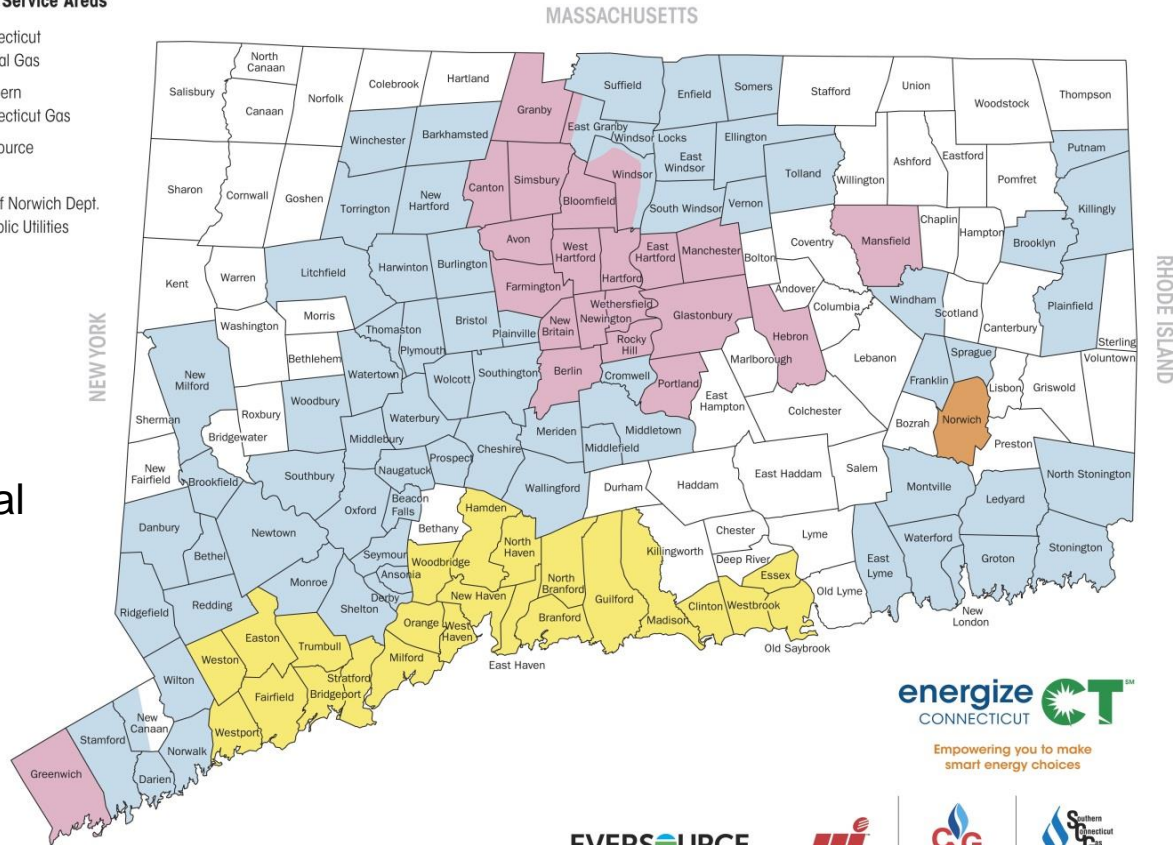
Energize Connecticut

- Energize Connecticut is an 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), and the local electric and gas utilities.
- Efficiency incentive programs funded through the CT Energy Efficiency Fund.
 - Created in 1998 with natural gas programs added in 2005

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

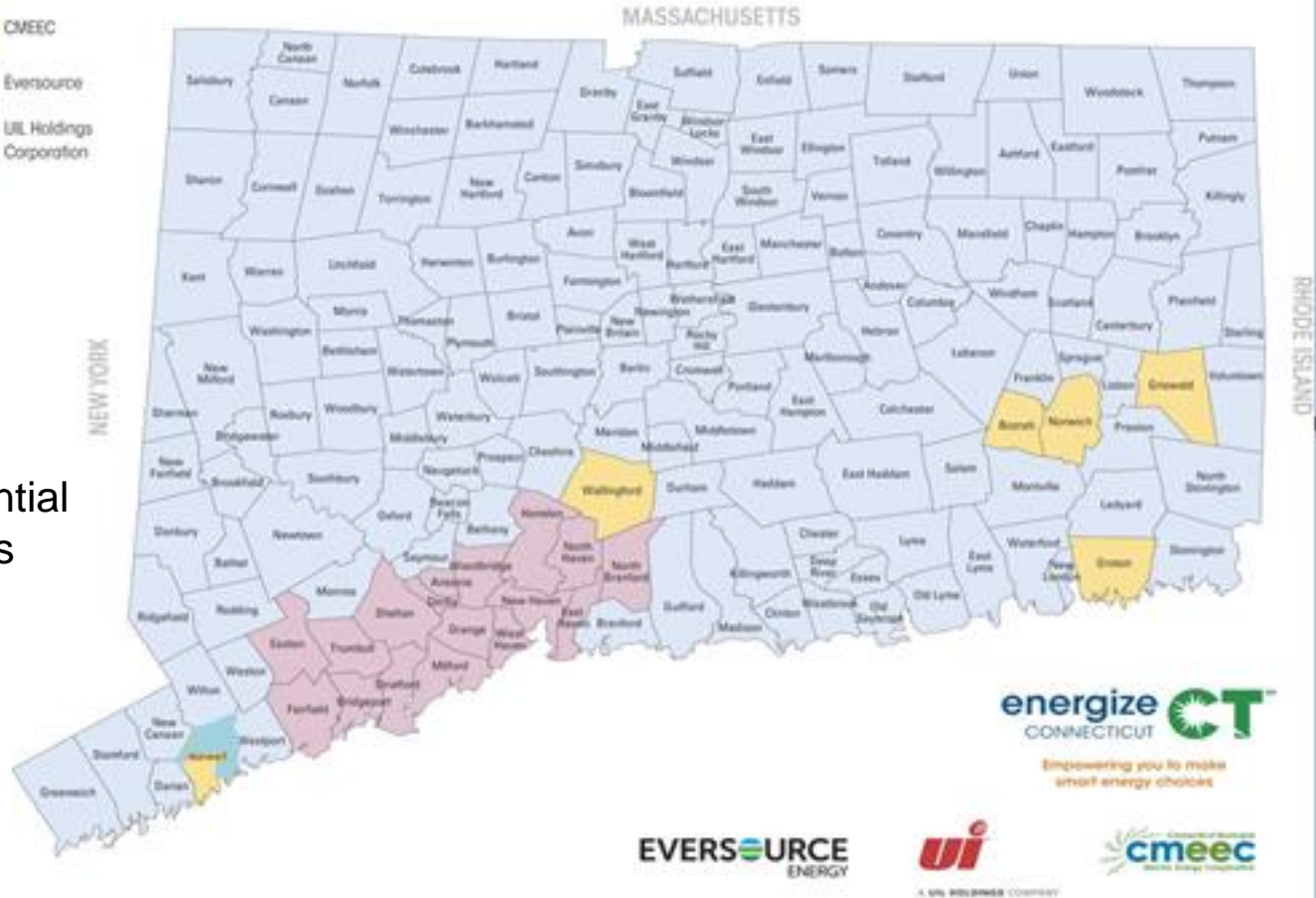


CT Service Territory: Electric

1,325,000 Residential
Electric Customers

Electric Service Areas

-  CMEEC
-  Eversource
-  UIL Holdings Corporation



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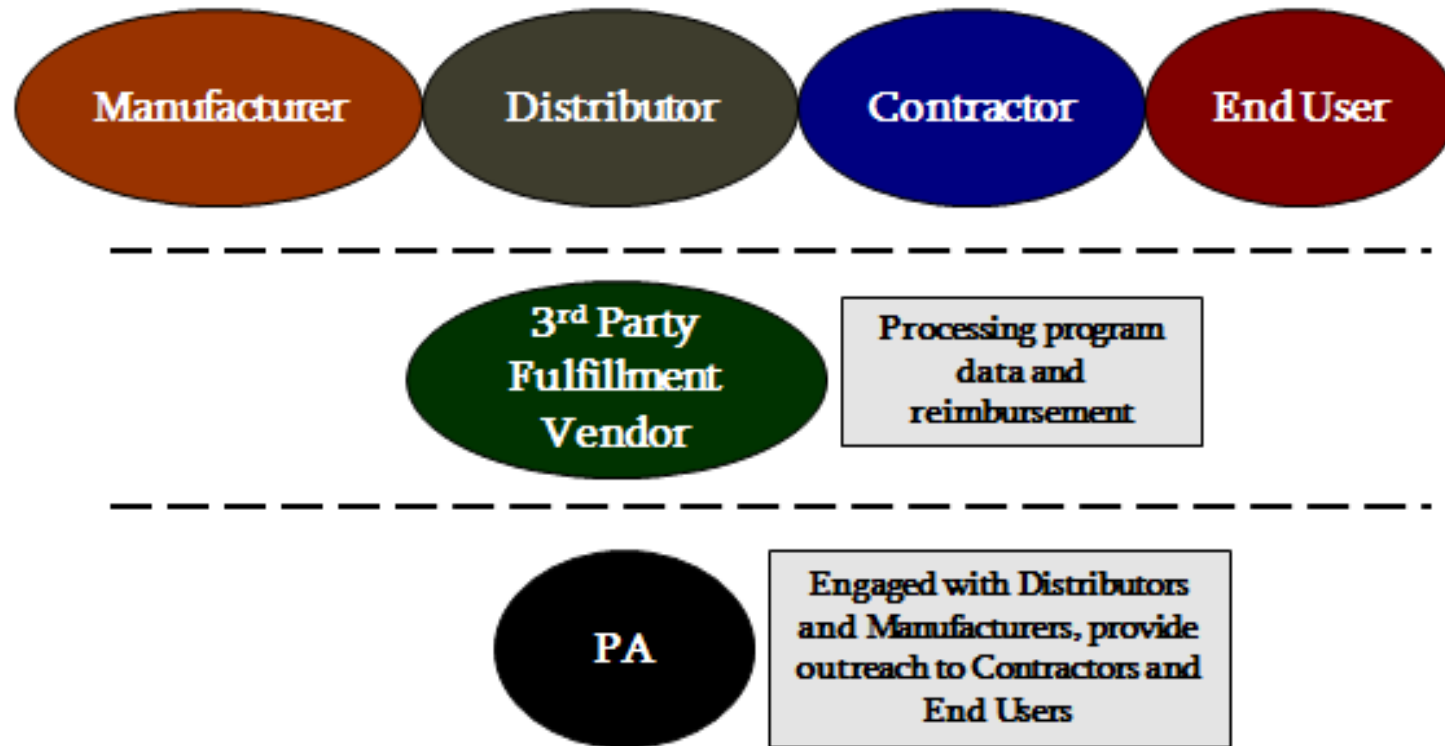
EVERSOURCE
ENERGY

ui
A UIL HOLDINGS COMPANY

cmeec
COMMUNITY MEMBER ENERGY CORPORATION

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What is Upstream?



Why Move Upstream?

- Rebate breakage
- Incomplete submissions
- Low distributor and contractor program understanding
- Increased high efficiency equipment stocking
- Desire for market transformation

Benefits of Upstream Programs

Stakeholder	Benefits
Manufacturer	<ul style="list-style-type: none">• Opportunity to balance product mix• Push latest technology to market
Distributor	<ul style="list-style-type: none">• Increased profits and market share• Opportunity to transform end market
Contractor	<ul style="list-style-type: none">• Lower first cost• No rebate completion required• Sales and marketing tool to sell jobs
End-users	<ul style="list-style-type: none">• No rebate processing (time and money)• Lower first cost• Energy and lifetime cost savings
Utility	<ul style="list-style-type: none">• Eliminate loss of savings associated with forms• Opportunity to reach larger customer base

Residential Upstream Incentives

Eligible Equipment

- ENERGY STAR® Natural Gas Water Heaters:
 - Tankless 0.82-0.93 EF = \$300
 - Tankless 0.94 EF+ = \$500
 - Condensing 95% TE = \$300
 - Storage 0.67 EF+ = \$100
- ENERGY STAR Heat Pump Water Heaters: \$400
- ENERGY STAR Natural Gas Boilers @ 90% AFUE = \$750
- ENERGY STAR Natural Gas Furnaces = \$600, Oil & Propane = \$200
- Boiler Circulator Pumps = \$100

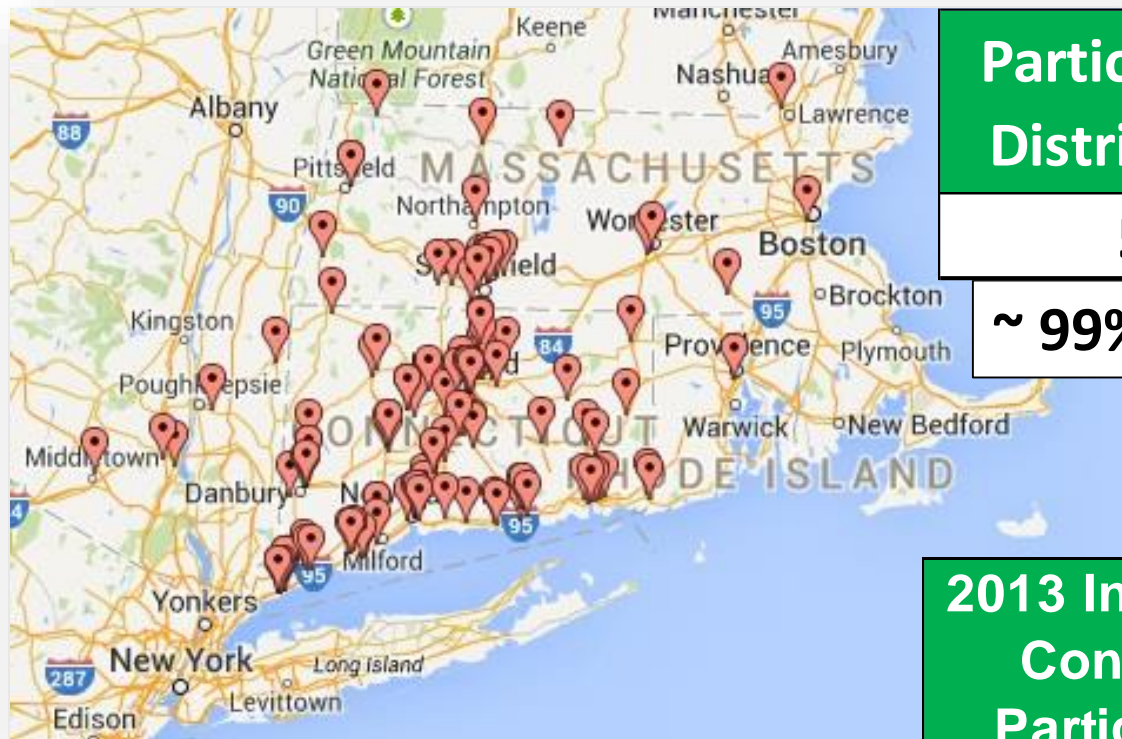


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Moving Upstream

Distributor and Installer Enrollment Success

- Program Pilot began October 2013
- Statewide Rollout April 2014



**Participating
Distributors**

52

**Participating
Branch Locations**

139

~ 99% distributor participation

**2013 Installation
Contractor
Participation**

176

**2014 Installation
Contractor
Participation**

481



Distributor Participation Requirement

- Sign agreement
- Mark down eligible equipment when sold in participating towns – Qualified Products List (QPL) models only
- Licensed installers only
- Collect end user information
- Send submission template and invoices to rebate fulfillment vendor – online submission portal OR email
- Reimbursed for mark down plus \$20 processing fee within 30 days

Marketing

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



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 CHG, SCG, or Eversource customer installation address.

ASK OUR SALES AND SERVICE TEAM FOR DETAILS.

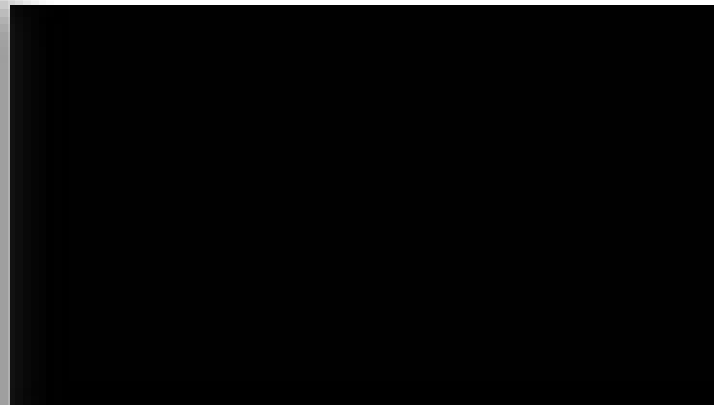
For more information call
1-877 WISE USE (877-947-3873)
Or visit EnergizeCT.com

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Energize Connecticut helps you save money and use clean energy. It is a 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!

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



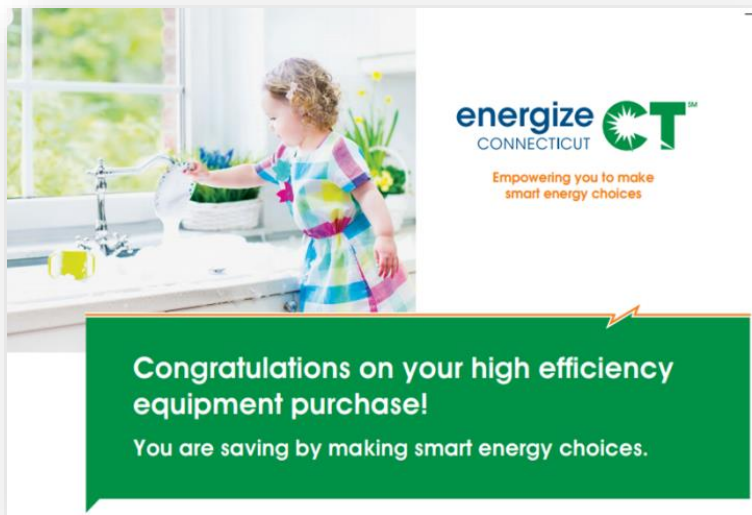
Gas Water Heating: on TV

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



Quality Assurance

- Rebate vendor verifying against double-dipping (during rebate transition period)
- Circuit Rider
- Gas territory placemats
- Post inspections + telephone surveys
- 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 incentive 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

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ENERGY

ui

NG

**Southern
Connecticut
Gas
Service First**

ULI HOLDINGS COMPANIES

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

Eversource
PO Box 270
Hartford, CT 06141-0270

Customer Address
Here

Claiming Energy Savings

- Gas Water Heating:

$$ABTU_W = ADHW \times \left(\frac{1}{EF_B} - \frac{1}{EF_I} \right)$$

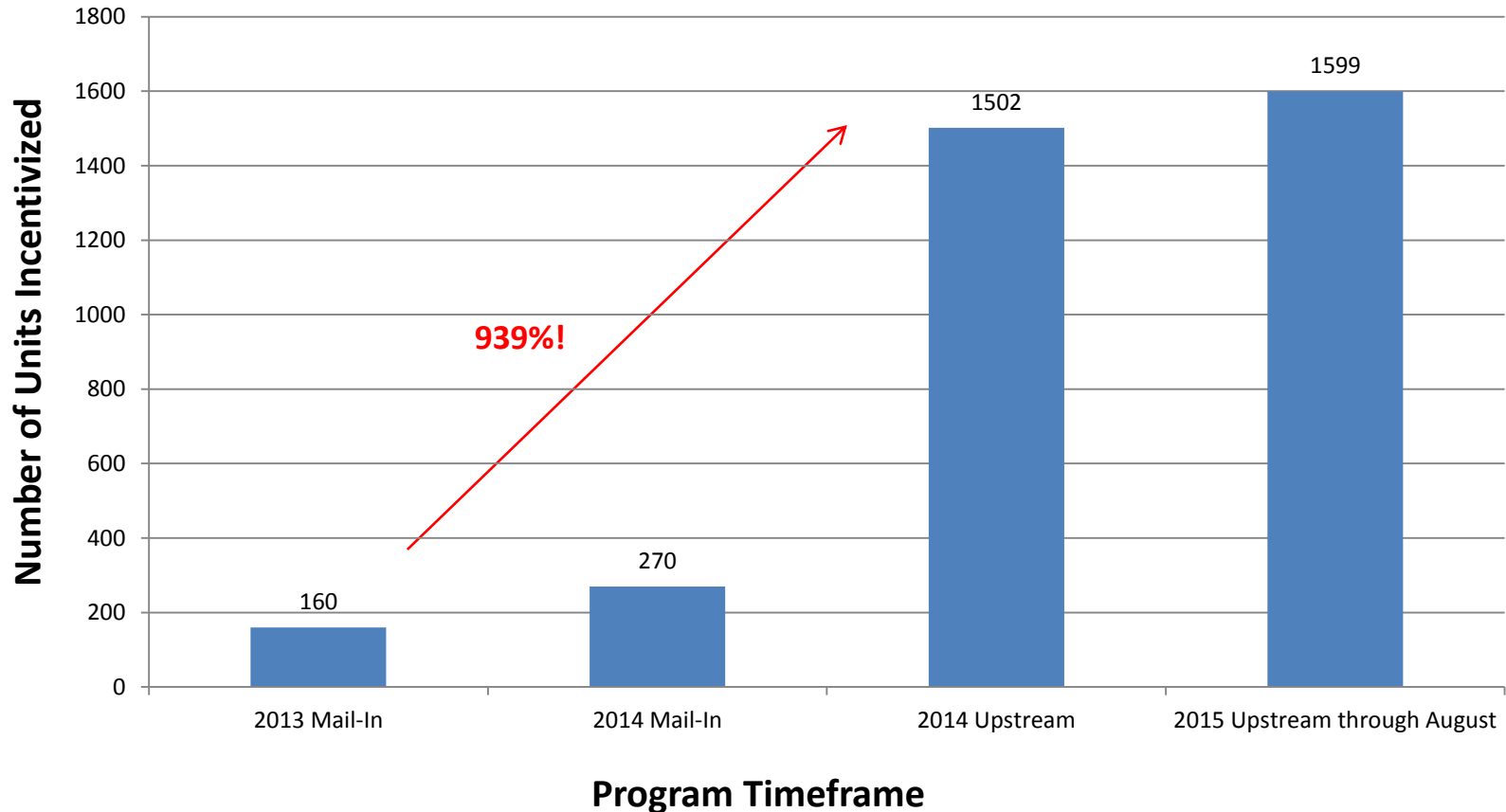
$$ACCF_W = \frac{ABTU_W}{102,900 \text{ Btu/Ccf}}$$

- Heat Pump Water Heating: (deemed)
 - 1,675 annual kWh
 - 16,750 lifetime kWh
 - 0.17 peak summer kW
 - 0.20 peak winter kW

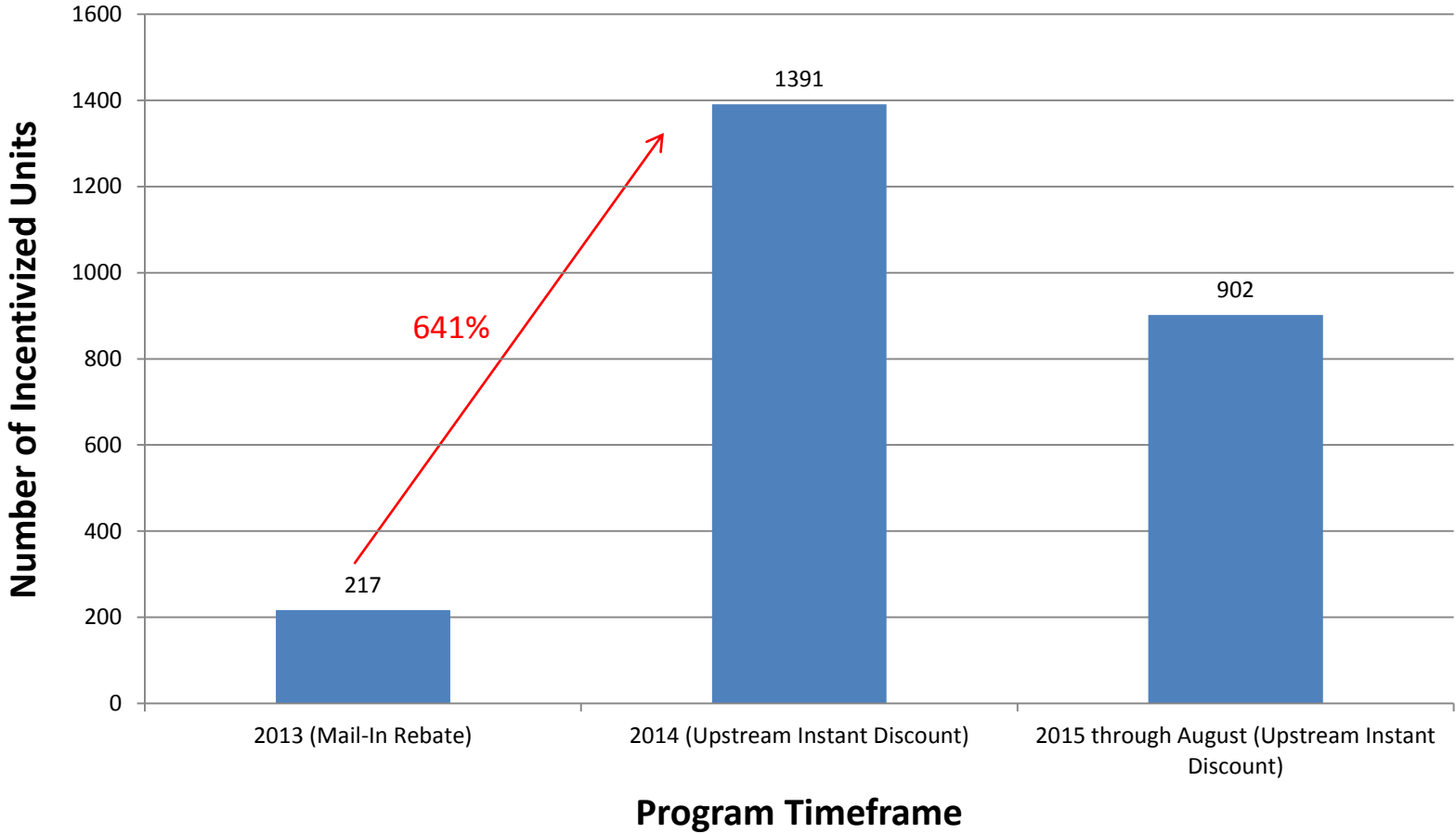
Program Challenges

- 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 territories

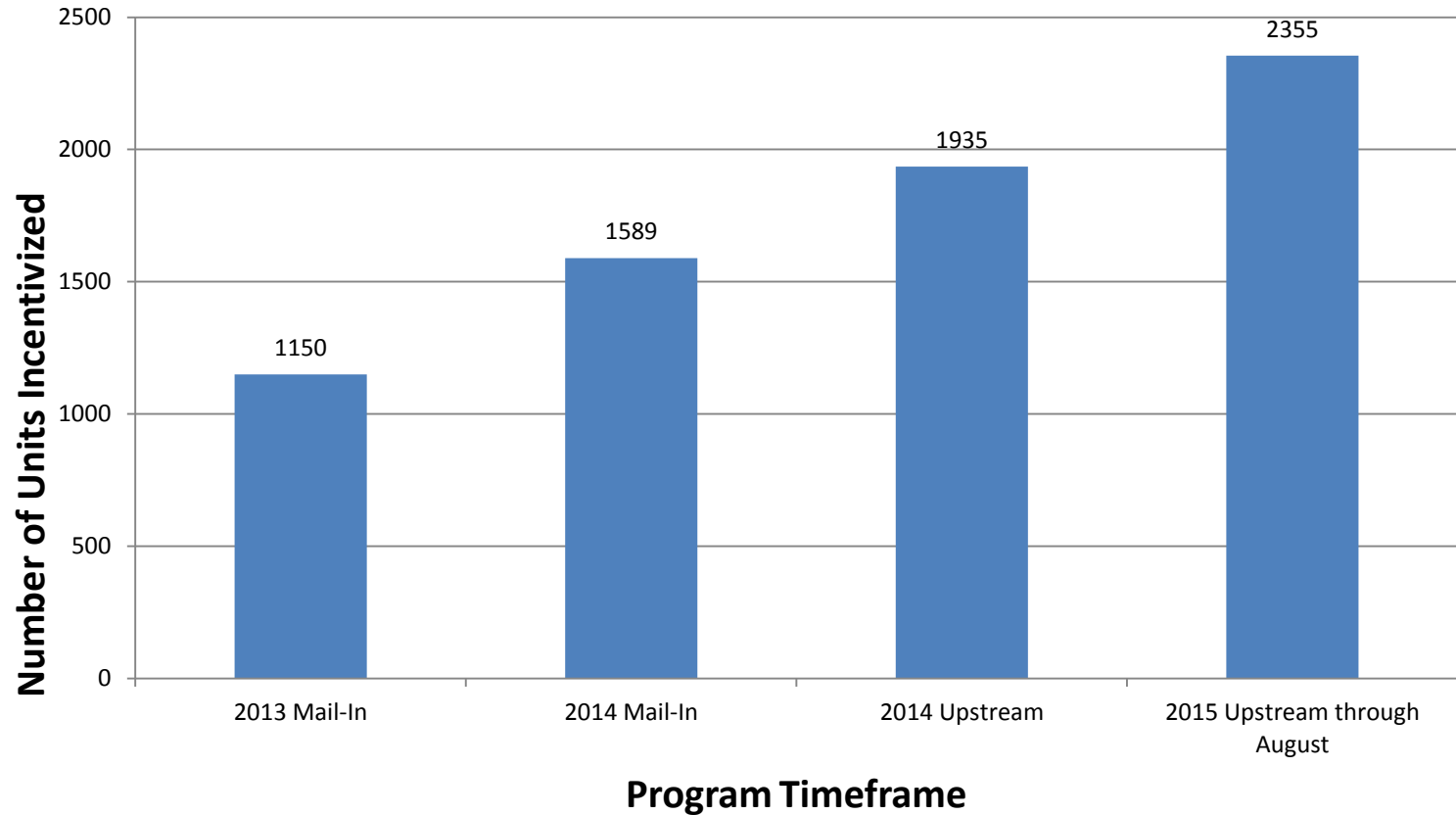
Gas Water Heater Program Success



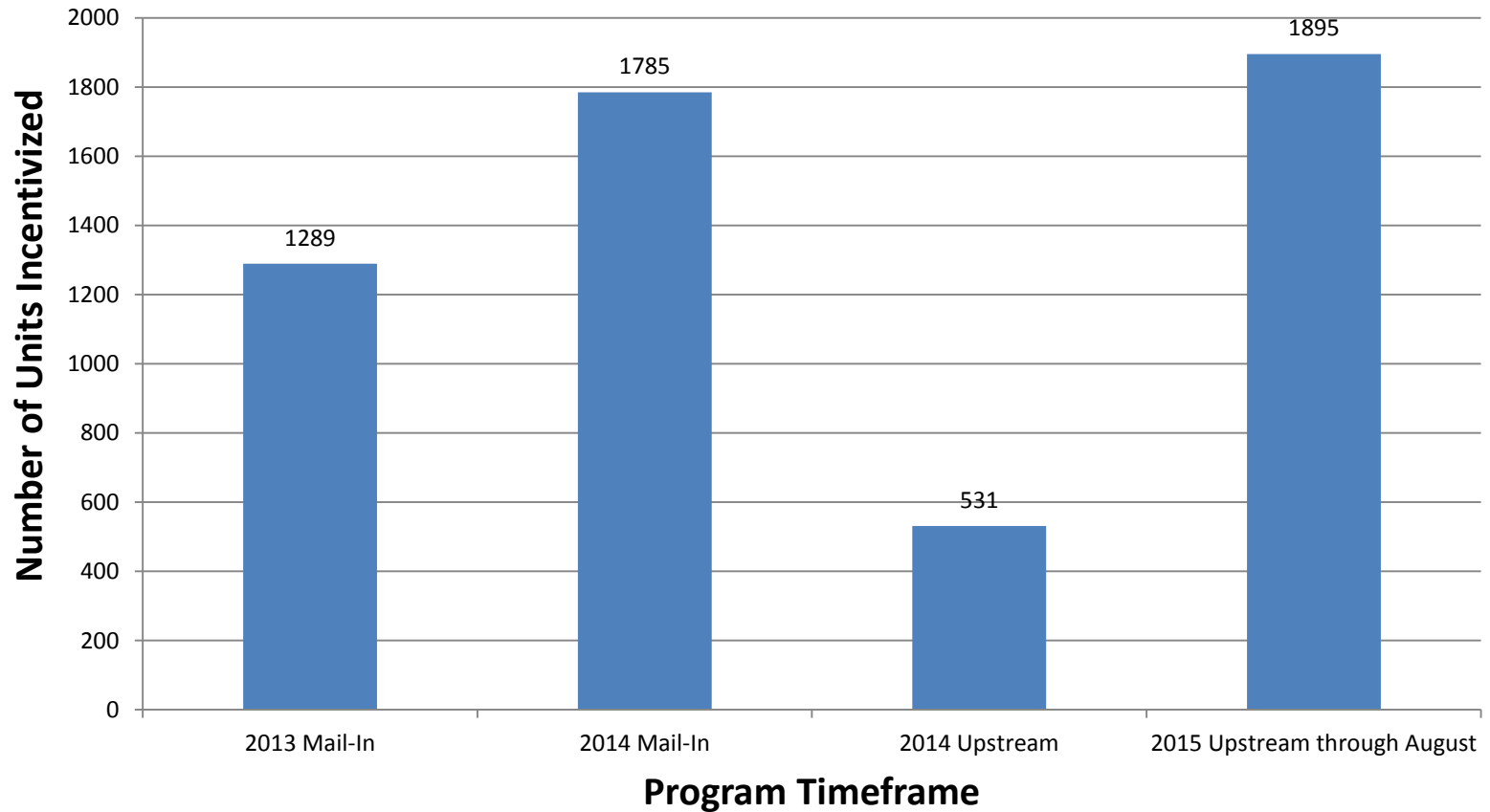
Heat Pump Water Heater Program Success



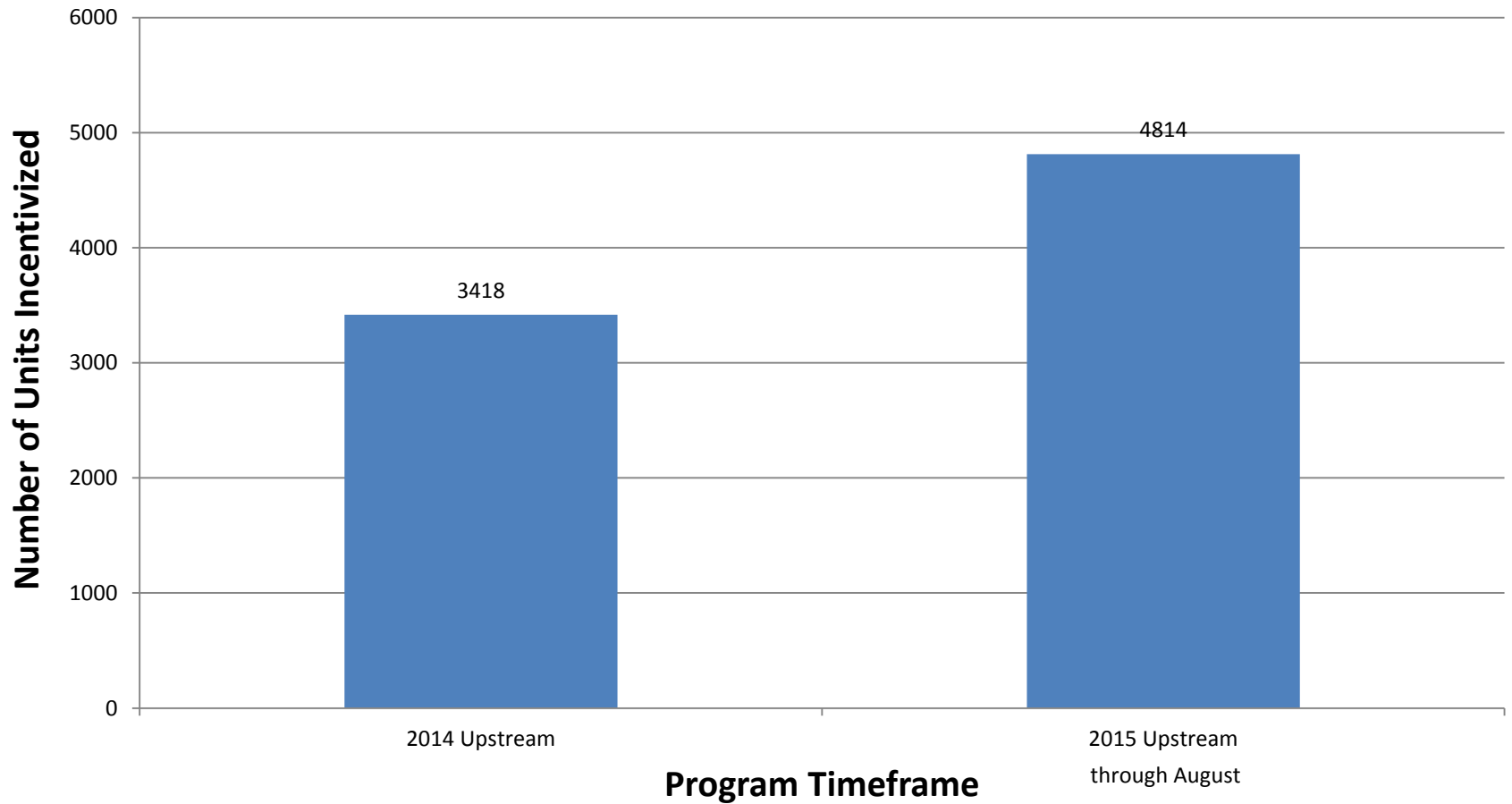
Natural Gas Boilers



Furnaces (Combined Fuels)



Boiler Circulator Pumps



Other Program Successes

- Strengthened relationship with HVAC community
- Reduction in paperwork flow (less trees)
- Significant increase in C&I program participation and other residential programs
- Significant increase in energy savings claimed

Future Considerations

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

Things To Consider in Your State

- 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
- Adequate budget
- Utility collaboration

Questions?

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Web Resources:

EnergizeCT.com/high-efficiency-heating

EnergizeCT.com/gas-water-heating

EnergizeCT.com/hpwh