



Empowering you to make  
smart energy choices

# Heat Pump Water Heater Program

ACEEE Hot Water Forum  
March 22, 2018

Lisa Boba- UI, SCG, and CNG

**EVERSOURCE**



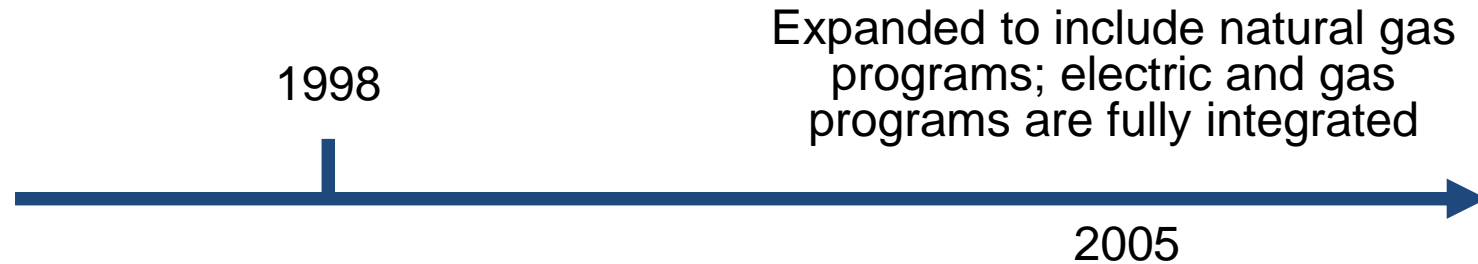
# Energize Connecticut

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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

# Energize CT Incentive Programs

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- Residential New Construction
- Multifamily Initiative
- **Residential HVAC and Water Heating Incentive Program**
- Retail Products (Lighting and Appliances)
- Commercial & Industrial Programs



# Residential Incentives - 2018



Product	Incentive	Details
Natural Gas Water Heaters	\$300	Tankless 0.94 EF+
	\$300	Condensing 95% TE
Heat Pump Water Heaters	<b>\$500</b>	<b>or \$300 at retail with \$200 mail-in rebate to customer, (minimum EF 3.0)</b>
Ductless Heat Pump	\$300-\$500	
Natural Gas Boiler	\$450	90-93.99% AFUE
	\$750	94%+ AFUE
Natural Gas Furnace	\$800	95%+ AFUE
Oil/Propane Furnace	\$250	85%+ AFUE for Oil 95%+ AFUE for Propane
Boiler Circulator Pump (Heating)	<b>\$25</b>	

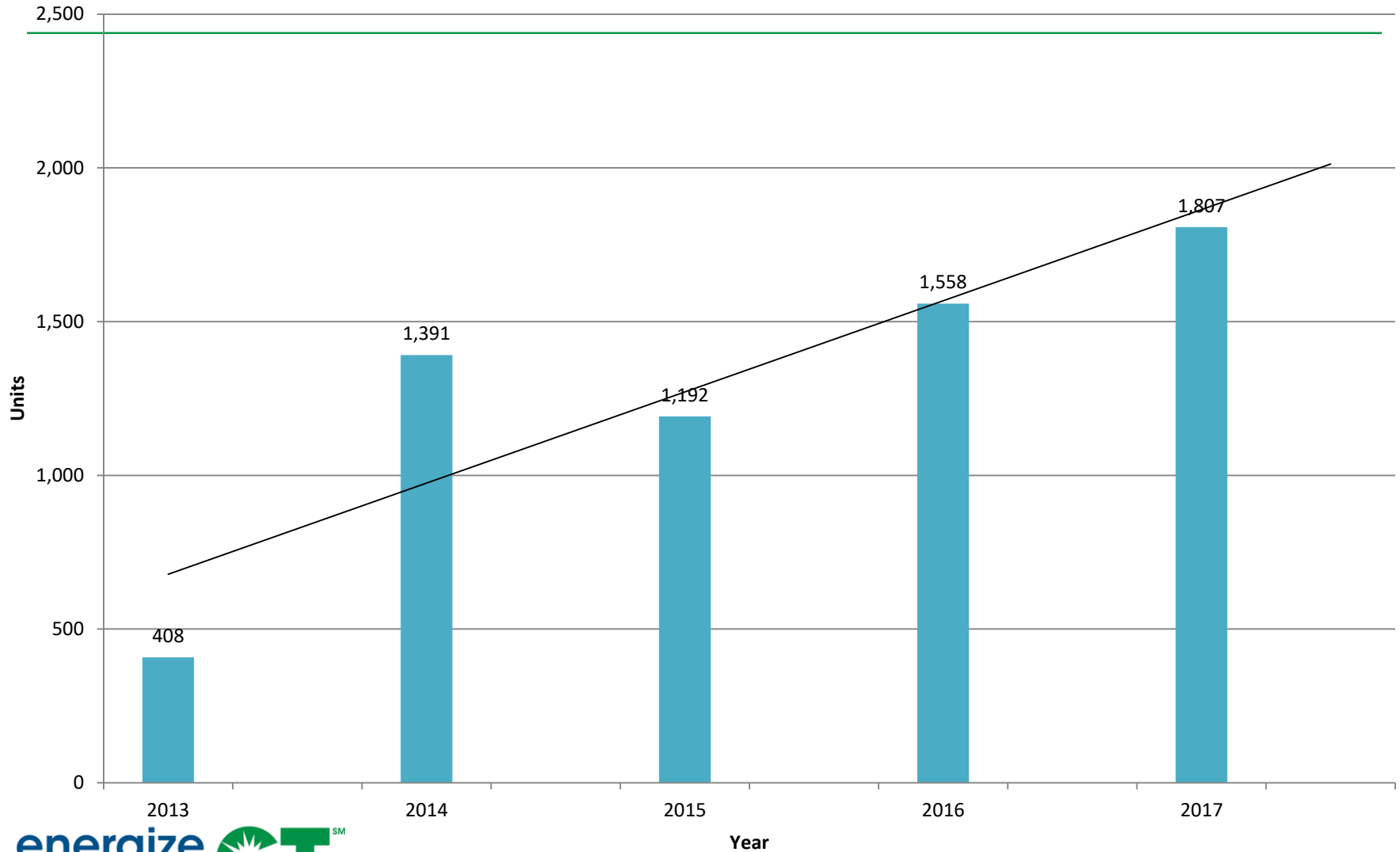
# Heat Pump Water Heater Details

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- Energy Factor  $\geq 3.0$
- ENERGY STAR<sup>®</sup> certification required
- \$500 rebate at distributor
- \$300 at retail (with additional \$200 mail in)
- Lost Opportunity Savings Claimed:
  - 1070 AKWH
  - 13 year life
  - 0.021 peak KW (summer)
  - 0.015 peak KW (winter)



# HPWH Program Activity



Heat Pump Water Heaters

Linear (Heat Pump Water Heaters)



# Promoting HPWHs

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- Key Messages
- Website
- Marketing Campaigns
- Public Relations
- Opportunities for Collaboration
- Field Implementation

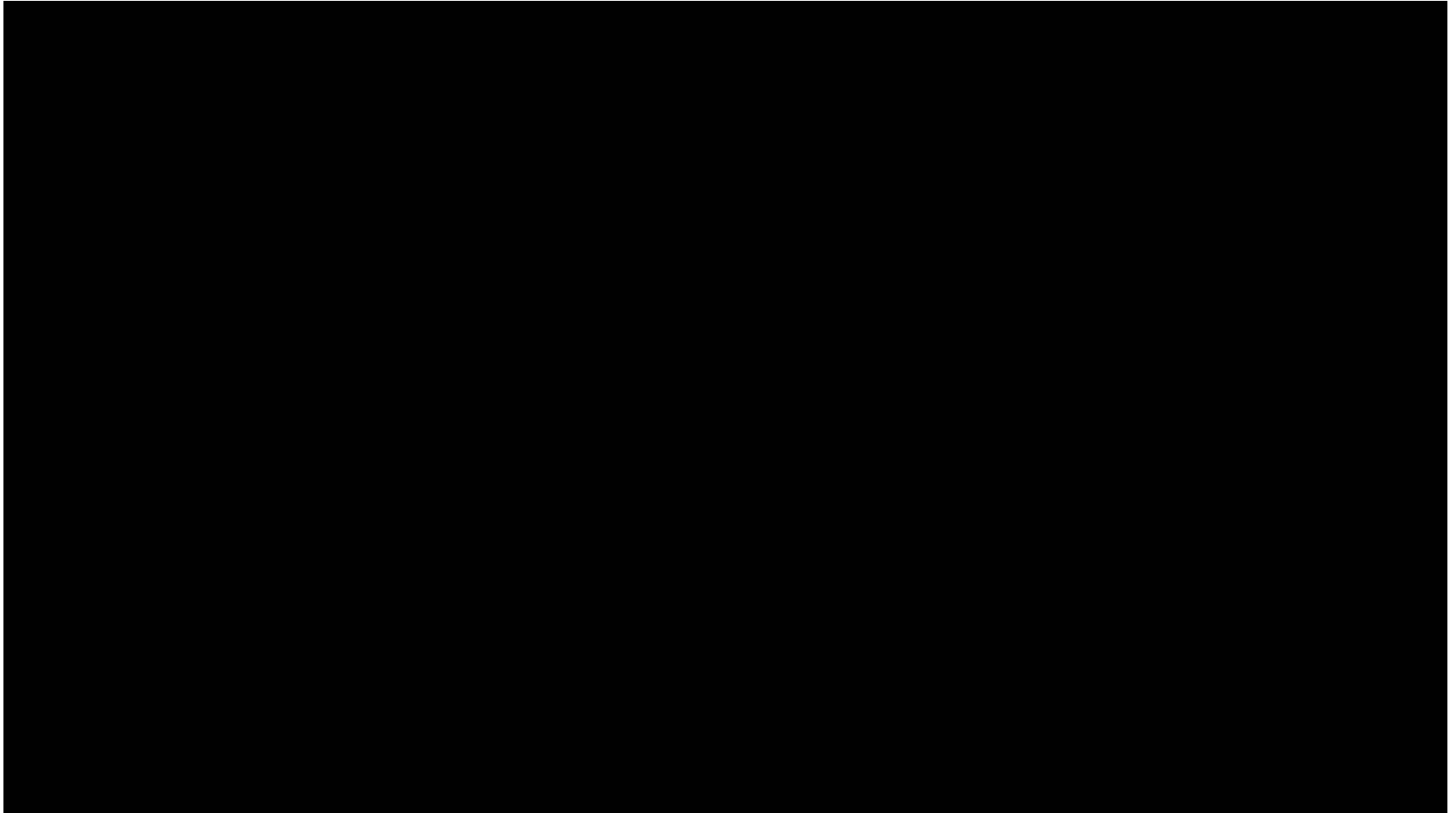
# Key Messaging

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- One of the most energy-efficient water heating systems on the market today
- 25 to 50 percent savings on electric water heating costs
- Programmable options such as “vacation mode” that save energy when you’re away and ensure you have hot water when you return
- Dehumidify damp spaces such as a basement or unconditioned space

# Website

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# Marketing

- Social Media, Radio, Billboards, TV media buys

 **Energize Connecticut**  
December 11 · 🌐 ...

Don't be stuck without hot water this winter! Avoid costly expenses by replacing your inefficient water heater before it's too late. Numerous options are available including a heat pump water heater which can cut energy costs by 50%. Receive up to \$600 in instant rebates and discounts.



ENERGIZECT.COM  
**ENERGY STAR® Heat Pump Water Heater Rebate**  
Get up to a \$600 instant discount for replacing your...

**Heat Pump Water Heaters save 50% on Your Water Heating Bill**

Get \$600 off when you purchase one today!

 **EnergizeCT.com**

 **EVERSOURCE ENERGY** 

Empowering you to make smart energy choices



**Heat Pump Water Heaters**  
use **50% Less Energy**  
than standard electric water heaters!

Replace your old unit before it fails!

  [Find Out More!](#)

**Spotlight Energize CT**  
from NBC Connecticut 

**SPECIAL PRICING ON SELECT ENERGY STAR® ELECTRIC HEAT PUMP WATER HEATERS**

**Jennifer Parsons**  
Program Administrator, United Illuminating Co. / Representing Energize CT

02:00 



# Public Relations



Empowering you to make  
smart energy choices

**“With the money saved from switching to a heat pump water heater, we can finally start planning the European vacation we’ve been dreaming of.”**

Jermaine Jorge, Homeowner



# Collaboration- Technical High Schools

- E-House initiative allows students to build a model home and install EE equipment
- Great media story!





# Collaboration- Energize CT Center



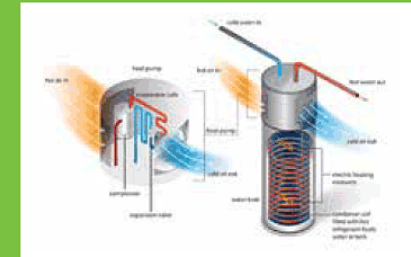
## High-Efficiency Heat Pump Water Heater

### HOW DOES IT WORK?

Heat pump water heaters deliver hot water twice as efficiently as standard electric water heaters by transferring heat rather than creating it. The heat pump takes heat from the surrounding air and transfers it to water in an enclosed tank.

### POTENTIAL SAVINGS:

High-efficiency heat pump water heaters can save a household of 3 approximately \$370 per year on electric bills compared to a standard electric water heater. Larger families that typically use more hot water will save even more. They also remove moisture from the air, so you may not need a dehumidifier!



# Targeted Direct Mail Partnerships:

**AVAILABLE AT**  
**LOWE'S**

**A. O. Smith.**  
Innovation has a name.

**A. O. Smith Signature Premier™ Heat Pump Water Heaters are up to 68% more efficient\* than standard electric water heaters.**

**Save on Upgrade Costs Now | Save \$600 with a \$400 instant markdown and a \$200 mail-in rebate from Energize Connecticut.**

**Save on Energy for Years to Come | Save up to \$500 on your utility bills each year.\***

**HUGE SAVINGS!**  
**\$600**  
**WITH ENERGIZE CT INSTANT DISCOUNT & MAIL-IN REBATE**

\* Based on DOE test procedure and Energy Guide comparison of 50-gallon nominal capacity standard electric and A. O. Smith Signature Premier heat pump water heaters. Annual energy savings of 2643 kWh/year and average residential electricity cost of 26 cents/kWh in Connecticut.

**AVAILABLE AT**  
**LOWE'S**

**A. O. Smith.**  
Innovation has a name.

**Upgrade Now. Warm up to Savings. Good for you. Good for the Planet.**

**Limited-time offer good until Dec. 31, 2017**

**A. O. Smith Signature Premier™ Heat Pump Water Heater**

	50-gal	80-gal
Regular Price	\$1,199	\$1,899
Energize CT Instant Discount**	\$400	\$400
Energize CT Mail-in Rebate**	\$200	\$200
<b>Final Potential Price</b>	<b>\$599</b>	<b>\$1,299</b>

To learn more, visit [EnergizeCT.com/HPWH](http://EnergizeCT.com/HPWH)

**energize CONNECTICUT** **EVERSOURCE ENERGY**  
Empowering you to make smart energy choices

\*\*Energize CT Instant discount is available to residential customers of Eversource and United Illuminating. \$200 mail-in rebate form is available in-store at participating retail locations. Heat pump water heaters should be installed in open spaces (750 cubic feet) and work best when installed in unconditioned basements. Avoid installing units in closets or excessively cold areas such as detached garages. LOWE'S Cable Matched Design are registered trademarks of U.S. LLC. All are used with permission. LOWE'S® shall not be responsible for the fulfillment of the electric utility rebate.

- Target Audience (~145,000 customers) :
  - Past Home Energy Solutions program participants
  - Electric WH customers
  - Towns without gas services



# Distributors and Contractors

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- Front line, direct contact with customers
- Annual program roll out and regular communications
- Utility responsiveness
- 2017 Customer Survey
  - 36% heard about discounts from contractor
  - 15% from Energize CT marketing efforts
  - 61% reported that contractor recommended EE equipment
  - 95% satisfaction with EE equipment

# Field Implementation

- Regular visits to retail/distributors
- Point of Purchase (POP) placement
- Customer interaction
- Counter day or in store tabling



**SPECIAL PRICING**  
ON SELECT  
ENERGY STAR®  
ELECTRIC HEAT PUMP  
WATER HEATERS

**\$300**  
INSTANT DISCOUNT  
PLUS \$200 MAIL-IN  
REBATE

PRICE OF PARTICIPATING  
MODELS REFLECTS  
ENERGIZE CONNECTICUT  
INSTANT DISCOUNT

Qualified product must have an Energy  
Factor of higher.

**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)



SPECIAL PRICING BROUGHT TO YOU BY



**EVERSOURCE**



Energize Connecticut helps you save money and use clean energy. It is an initiative of the State of Connecticut, the Connecticut Green Bank, Eversource, UI, SGG and CNG, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at [EnergizeCT.com](http://EnergizeCT.com) or by calling 877.WISE.USE.

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# Key Take-aways

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- Focus on consumer education
- Look for opportunities to collaborate
- Value your contractor base
- Leverage other energy efficiency or community programs

# Questions?

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Lisa Boba– UI, SCG, CNG

[lisa.boba@uinet.com](mailto:lisa.boba@uinet.com)

203-499-2660

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