



Promoting Water Heating through Midstream Programs

Alice Rosenberg
Senior Program Manager
March 22, 2018 | 9:00-10:30am Pacific
Hot Water Forum | Portland, OR

Session Description

- ▶ Residential water heating programs are finding **increasing value in moving efforts up the supply chain**, by promoting efficient products at the midstream level.
- ▶ Presenters will share their work designing and deploying programs **designed to incentivize retailers and distributors** to stock and promote efficient water heating equipment (both gas and electric products).
- ▶ These include strategies to increase installer, sales associate, and consumer adoption. Speakers will talk about their **efforts to date, as well as plans for the future** direction of their res water heating midstream programs.

Agenda

- ▶ Welcome and Overview: Landscape of Residential Water Heater Programs in the US and Canada
 - Alice Rosenberg, CEE
- ▶ Jump Starting HPWH Sales with ENERGY STAR
 - Allison Robinson, Cadmus Group (with US EPA)
- ▶ Selling HPWHs – the Final Frontier
 - Jill Reynolds, NEEA
- ▶ Promoting HPWHs
 - Lisa Boba, United Illuminating



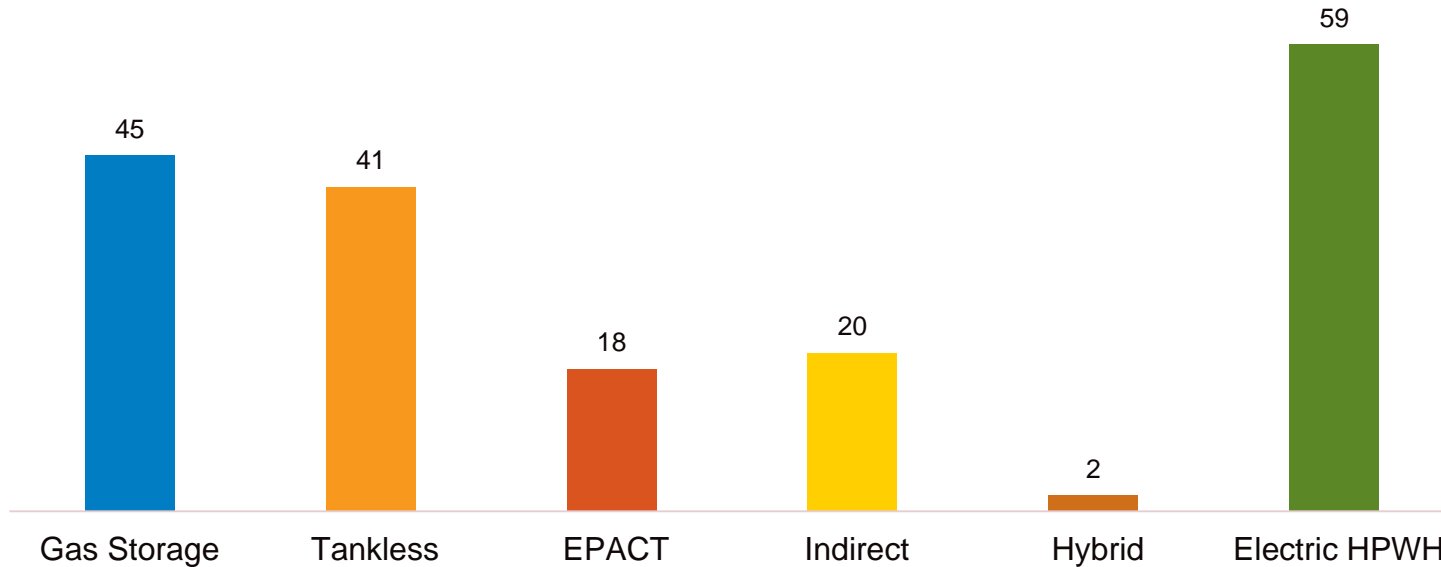
2017 Program Landscape

CEE Residential Water Heating Program Summary Results

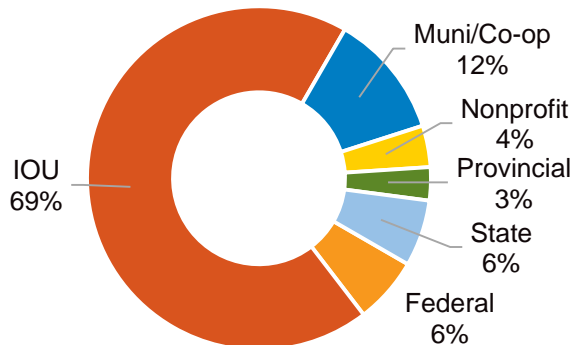
Alice Rosenberg
Consortium for Energy Efficiency

Res Water Heating Programs

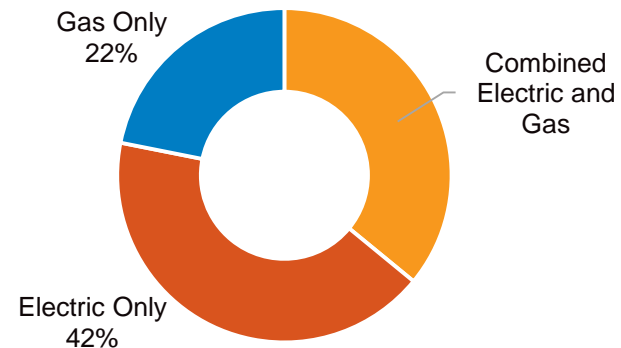
Types of Water Heating Programs Offered by CEE Members



Organization Types

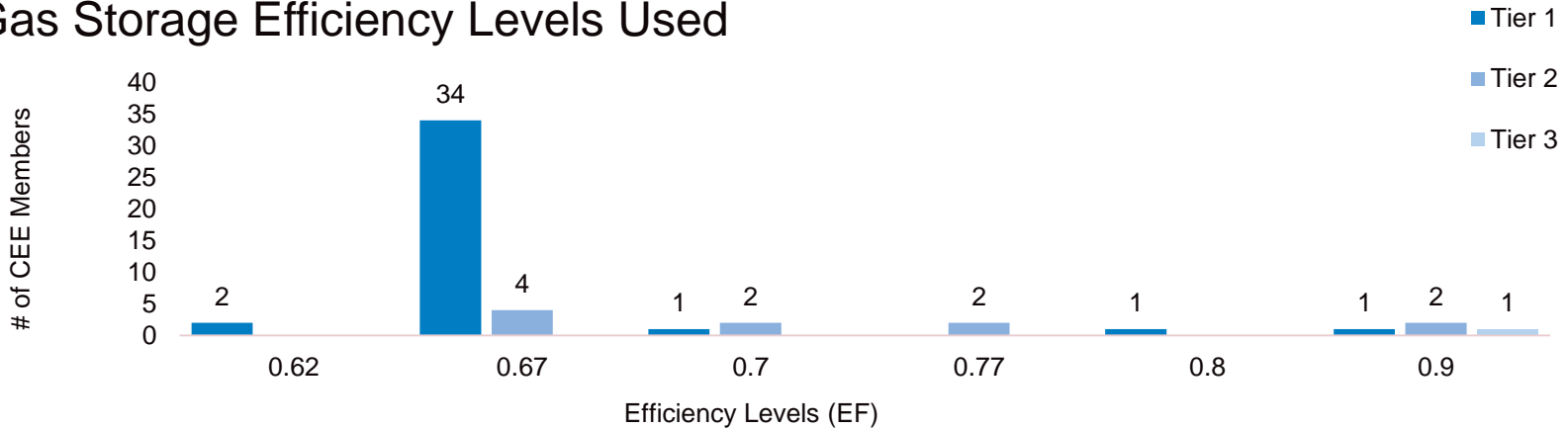


Fuel Types

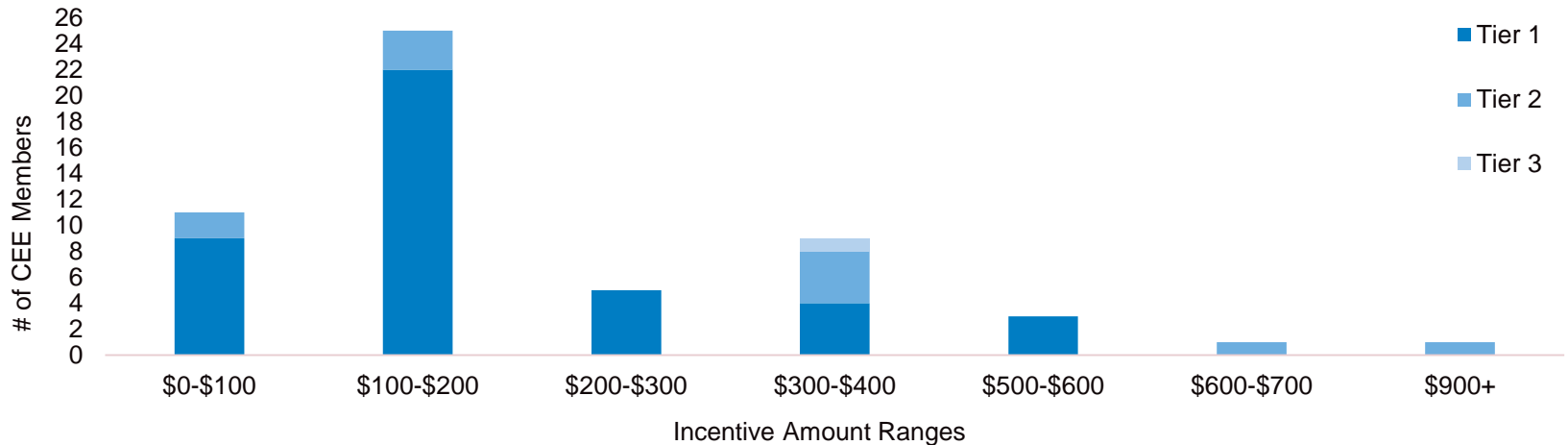


Gas Storage Water Heating Programs

Gas Storage Efficiency Levels Used

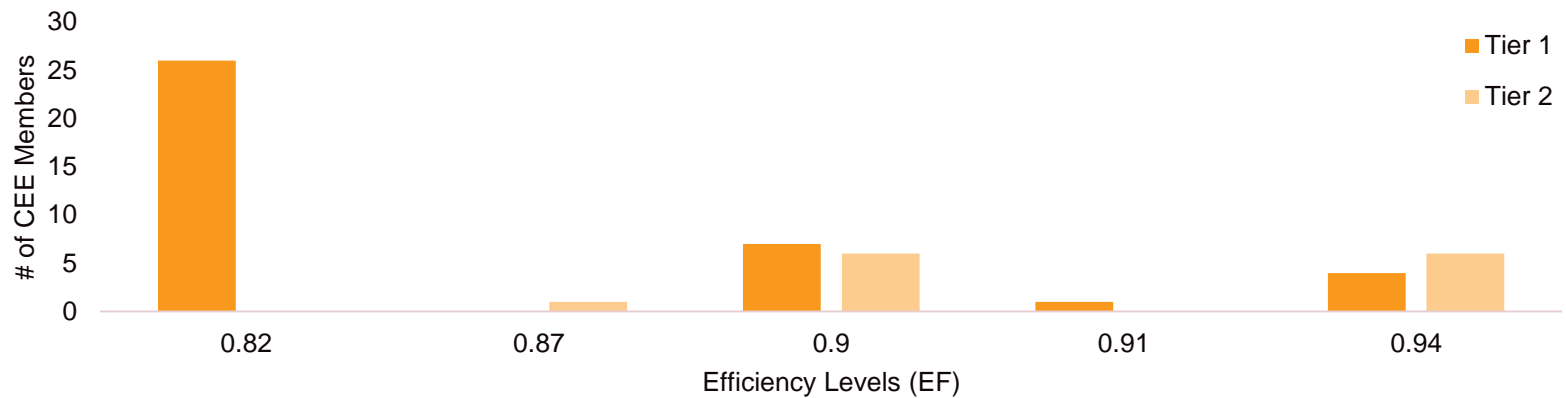


Gas Storage Incentive Amounts Offered by Tiers



Gas Tankless Water Heating Programs

Gas Tankless Efficiency Levels Used

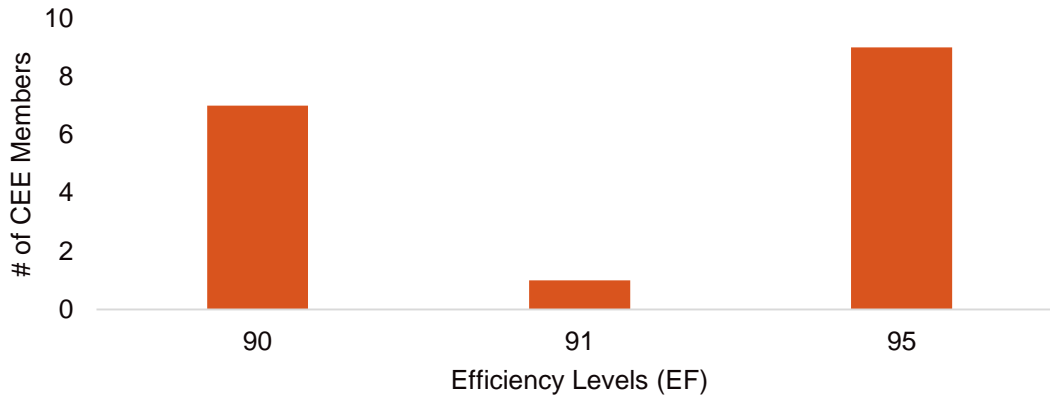


Gas Tankless Incentive Amounts Offered by Tiers

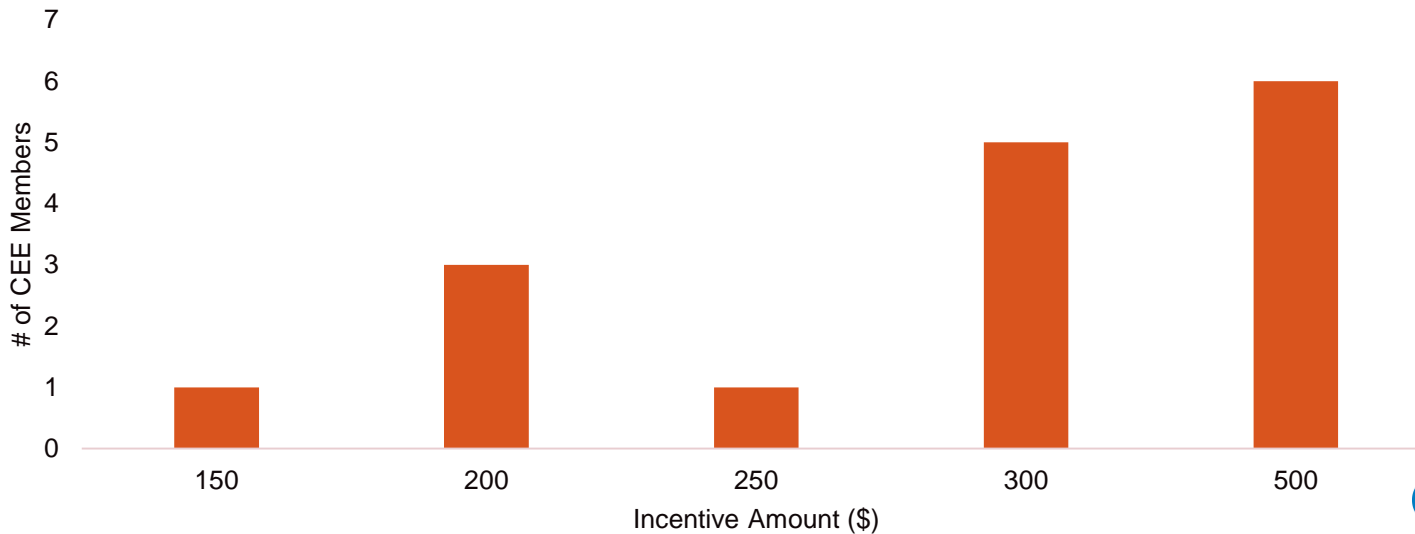


EPACT Water Heating Programs

EPACT Efficiency Levels Used

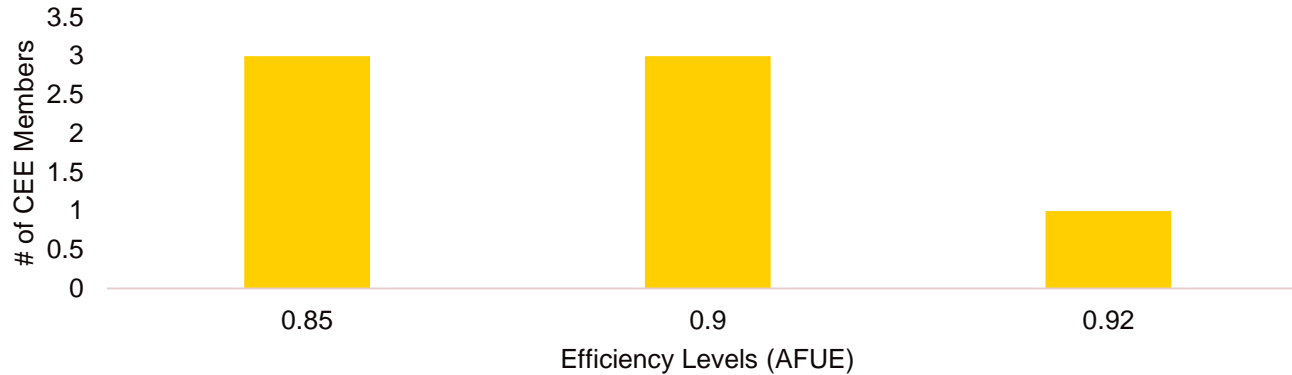


EPACT Incentive Amounts Offered by Tiers

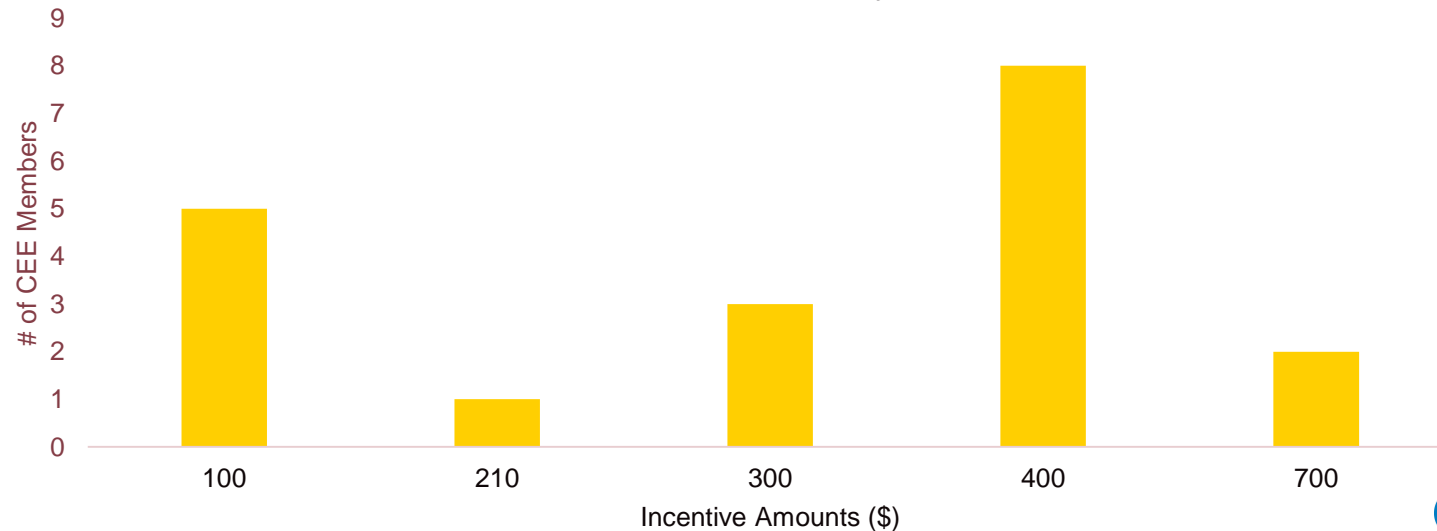


Gas Indirect Water Heating Programs

Gas Indirect Efficiency Levels Used

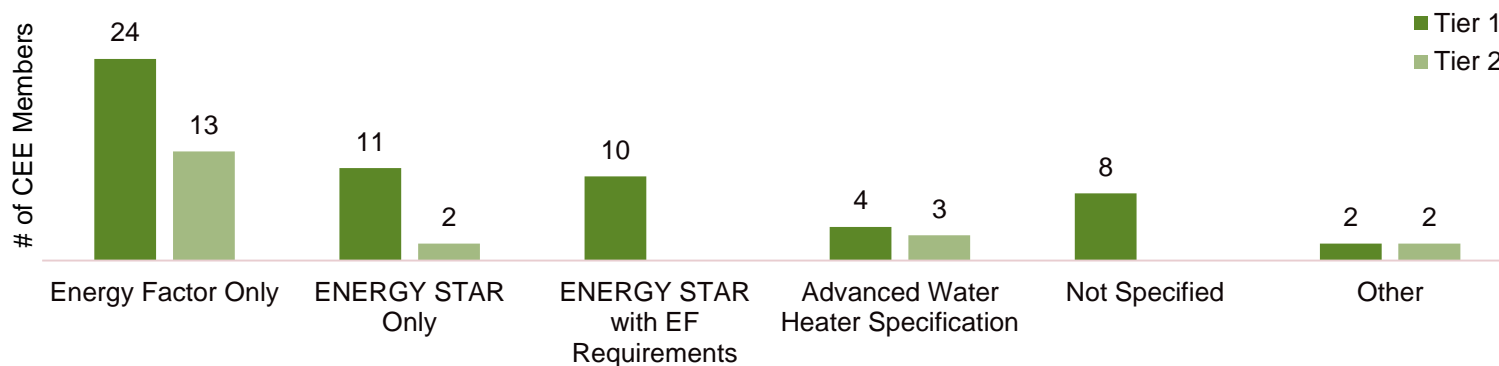


Gas Indirect Incentive Amounts Offered by Tiers

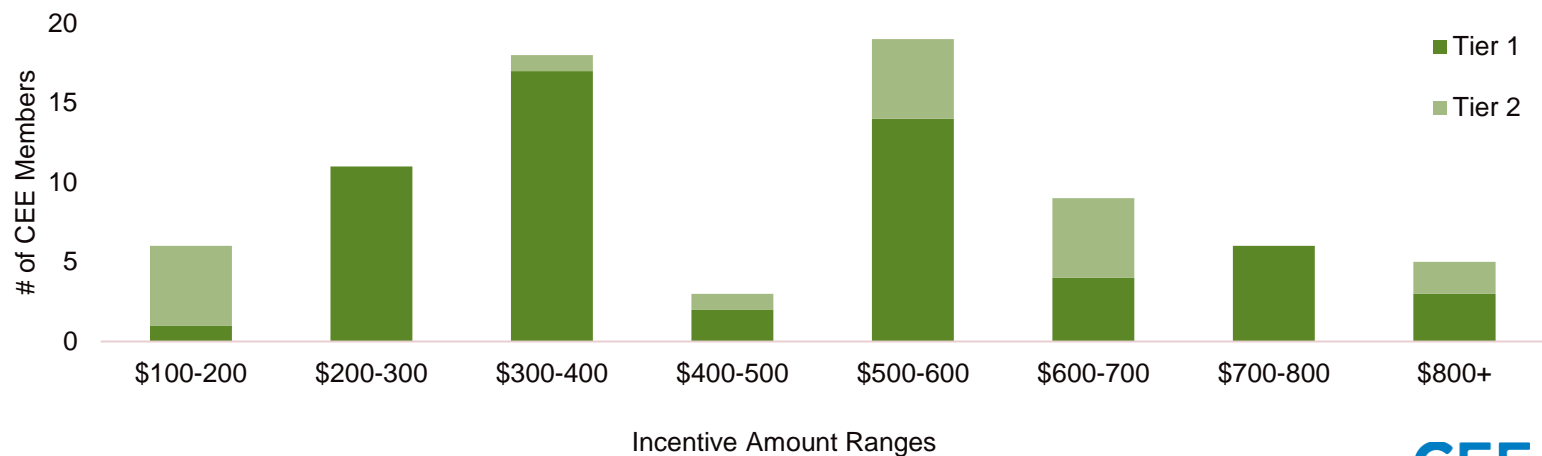


Heat Pump Water Heating Programs

HPWH Specifications Used

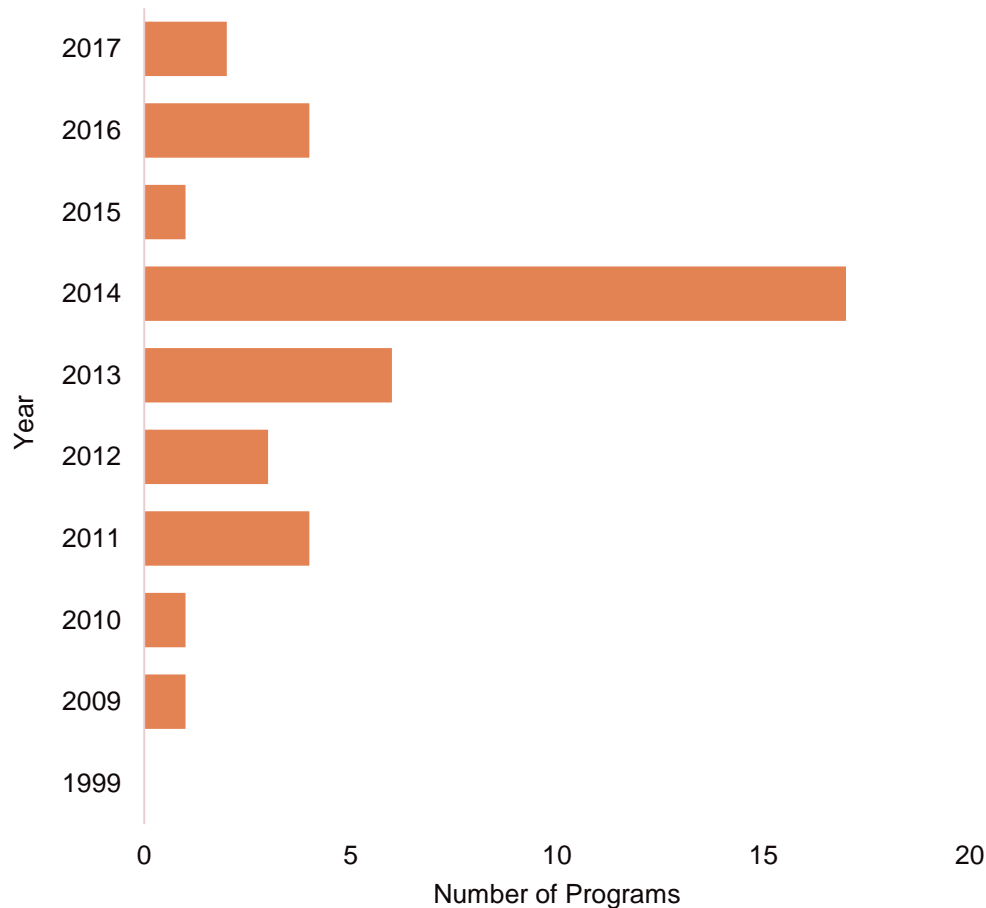


HPWH Incentive Amounts Offered by Tiers

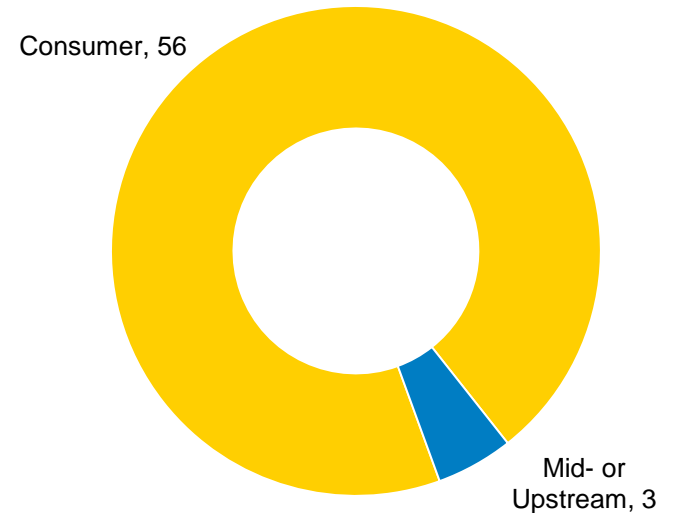


Heat Pump Water Heating Programs

HPWH Program Year Established



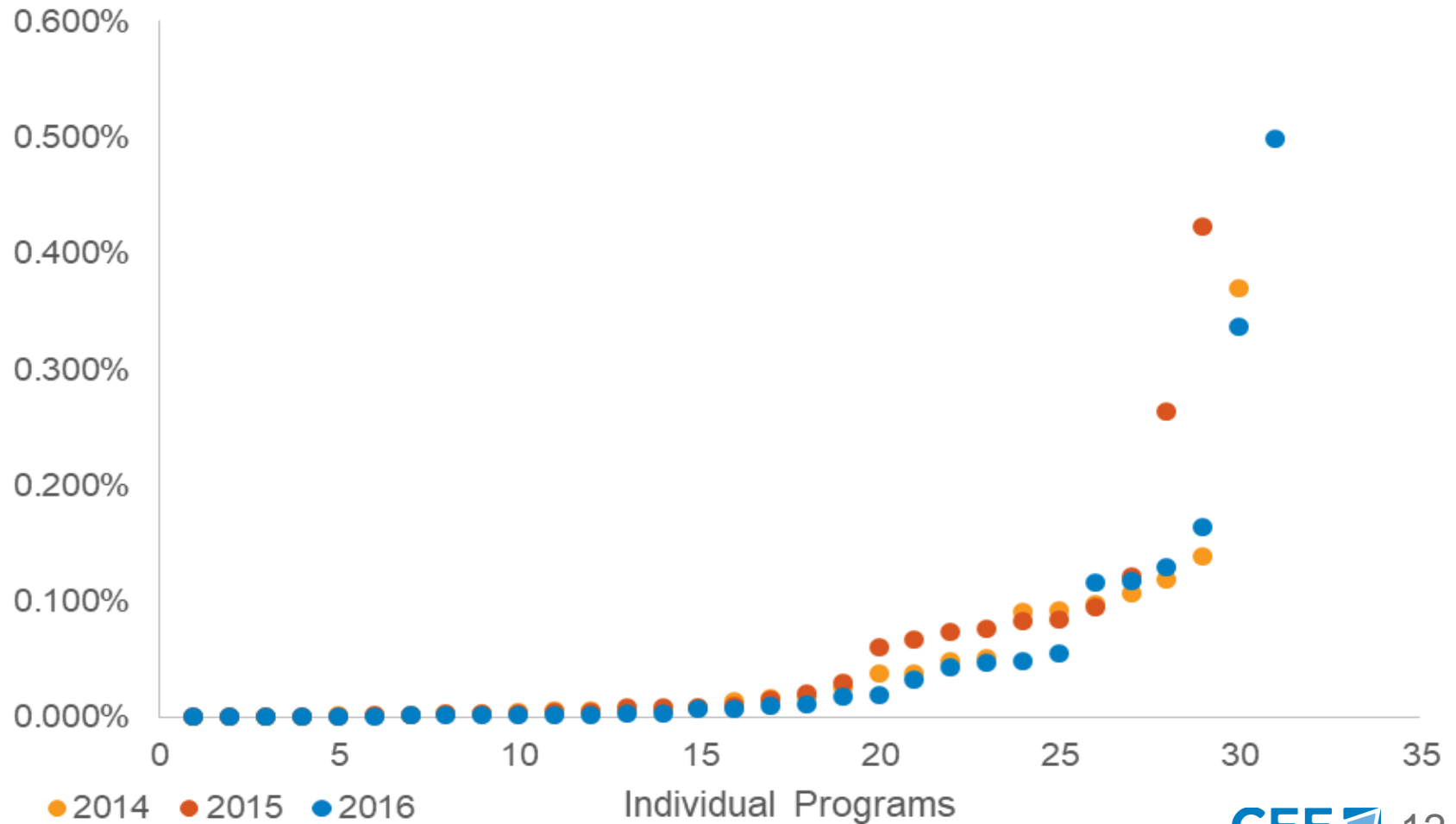
HPWH Incentive Recipients



Heat Pump Water Heating Programs

Number of Units Rebated Per Number of Electric Customers*

* Data based only on information available from select member programs



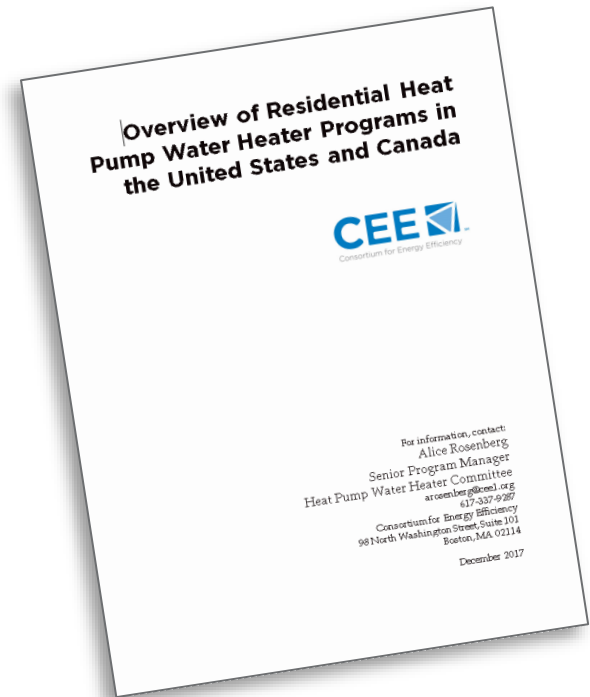
Water Heating Programs Trends

- ▶ Increasingly ambitious portfolio savings goals
- ▶ Increased number of heat pump water heater programs
- ▶ Greater emphasis on midstream/upstream opportunities
- ▶ Still a lot of variation in program uptake across membership
- ▶ Continued interest in addressing persistent barriers
 - Locally
 - Binationally

Full Program Summary Available

▶ <http://www.cee1.org/content/cee-program-resources>

Consortium for Energy Efficiency 2017 Residential Water Heating Program Summary														
CEE Members		State or Province	Organization Type	Fuel Type	Program Name and Website	Gas Storage	Gas Tankless	Gas EPACT	Indirect	Hybrid	Electric HPWH	Solar Water Heater	Other Water Heater	Showerhead
Alabama Power	AL	IOU	Electric Only	Link									Yes	
Alliant Energy—Iowa	IA	IOU	Combined Electric and Gas	Link		Yes	Yes				Yes			
Alliant Energy—Wisconsin	WI	IOU		Focus on Energy					Yes		Yes			Yes
Ameren Illinois	IL	IOU	Combined Electric and Gas											Yes
Ameren Missouri	MO	IOU		2016 Residential Natural Gas Energy Efficiency Rebate Program		Yes	Yes				Yes			Yes
Arizona Public Service	AZ	IOU	Electric Only	Link								Yes		
Atmos Energy Corporation—Colorado	CO	IOU	Gas Only	Colorado Energy Efficiency Program - High Efficiency Equipment Rebate										Yes
Atmos Energy Corporation—Kentucky	KY	IOU	Gas Only	Kentucky Energy Efficiency Program - High-Efficiency Equipment Rebate		Yes	Yes							
Austin Energy	TX	Muni/Co-op	Electric Only	PowerSaver Program							Yes			
Avista—Idaho	ID	IOU	Combined Electric and Gas	Link			Yes				Yes			
Avista—Oregon	OR	IOU	Gas Only	Energy Trust of Oregon: Residential Rebates		Yes								
Avista—Washington	WA	IOU	Combined Electric and Gas	Rebates: Washington			Yes							
Baltimore Gas and Electric Company	MD	IOU	Combined Electric and Gas	BGE Smart Energy Savers Program							Yes			
Berkshire Gas	MA	IOU	Gas Only	Mass Save, Gas Networks		Yes		Yes	Yes					
Bonneville Power Administration	Northwest	Federal	Electric Only	Link							Yes			Yes
Cape Light Compact	MA	Muni/Co-op	Electric Only	Mass Save							Yes	Yes	Yes	Yes
Columbia Gas of Massachusetts	MA	IOU	Gas Only	Link		Yes	Yes	Yes	Yes					
Columbia Gas of Ohio	OH	IOU	Gas Only	https://www.columbiagasohio.com/ways-to-save/furnace-boiler-discounts		Yes	Yes							Yes
Commonwealth Edison Company	IL	IOU	Electric Only	Smart Ideas							Yes			
Connecticut Natural Gas	CT	IOU	Gas Only	Energize CT Gas Water Heating Program		Yes	Yes	Yes						
Consolidated Edison Company	NY	IOU	Combined Electric and Gas	Link		Yes	Yes		Yes		Yes			
Consumers Energy	MI	IOU	Combined Electric and Gas	Energy Saving Solutions		Yes	Yes							



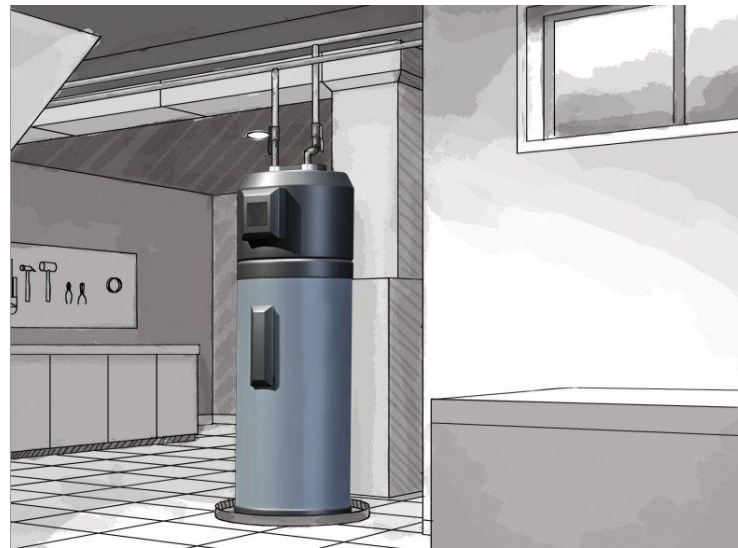


Jump Starting HPWH Sales

ENERGY STAR's Latest Efforts
to Grow the HPWH Market

Allison Robinson
Cadmus Group
On behalf of US EPA

Jump Starting Heat Pump Water Heater Sales: ENERGY STAR's Latest Efforts to Grow the Water Heater Market

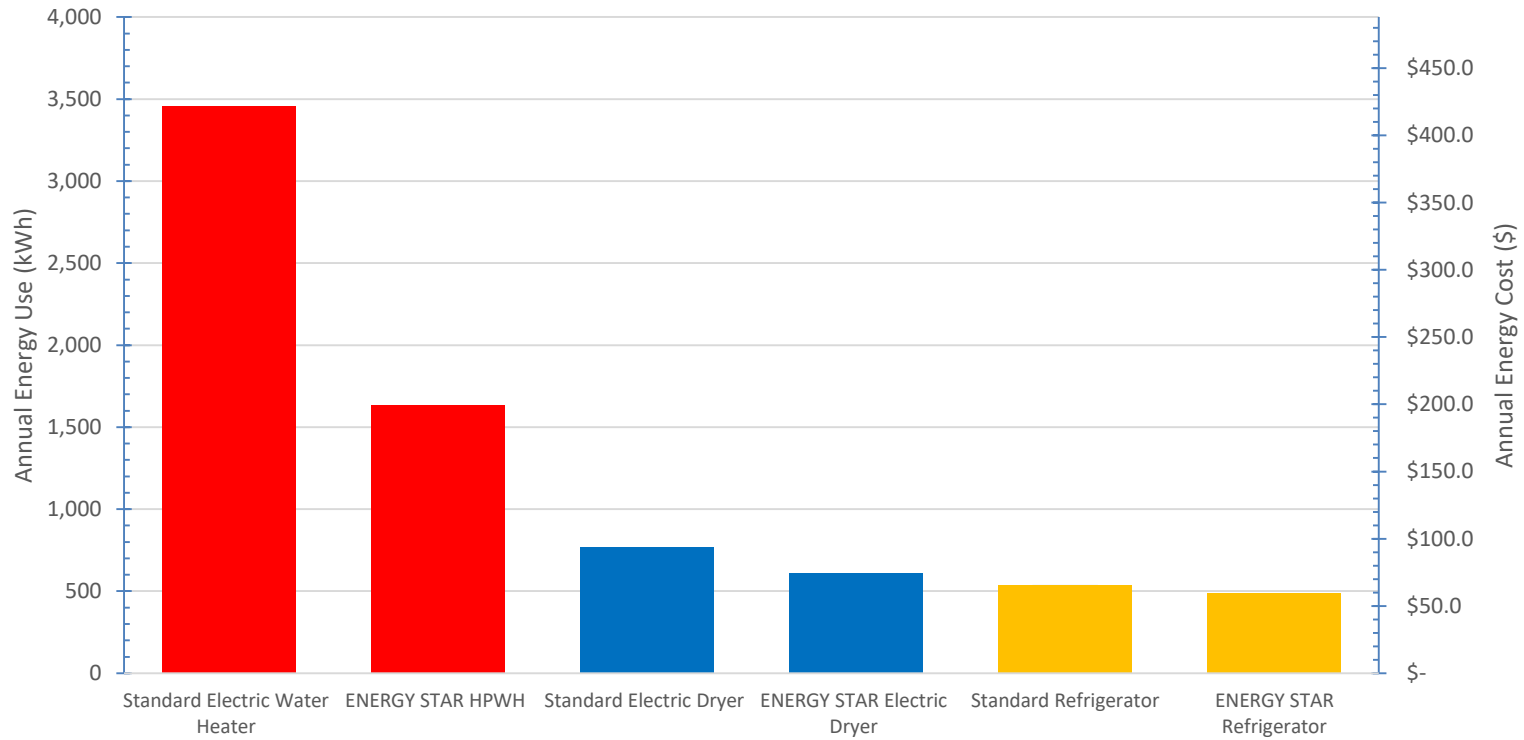


Allison Robinson, The Cadmus Group
Contractor for Environmental Protection Agency's ENERGY STAR Program
March 22, 2018



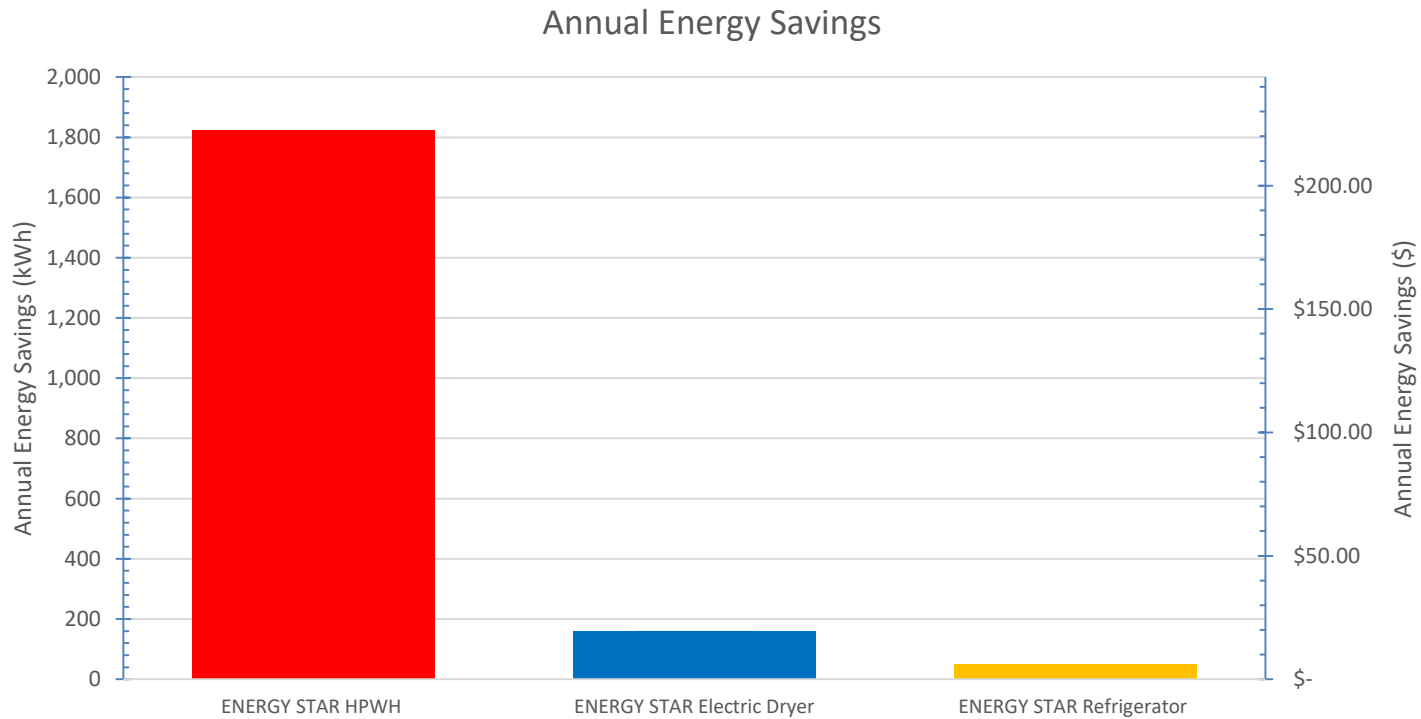
ENERGY STAR Certified Water Heater Energy and Cost Savings are High

Comparison of ENERGY STAR Products to Standard Versions





ENERGY STAR Certified Water Heater Savings Opportunity



ENERGY STAR Specification for Residential Water Heaters

- Eligible for ENERGY STAR certification since 2008.
- Finalized Version 3.2 specification in July 2017, allows water heaters to certify with uniform energy factor (UEF) data. UEF requirements induce some technology breaks:
 - Electric: heat pumps only.
 - Gas instantaneous: condensing only.
 - Gas storage: condensing only for large volume.





ENERGY STAR Specification for Residential Water Heaters

Subtype	Size	Draw Pattern	UEF
Electric	≤ 55 gal	All	2.00
	> 55 gal	All	2.20
Gas Instantaneous	All	All	0.87
Gas Storage	≤ 55 gal	Medium	0.64
		High	0.68
	> 55 gal	Medium	0.78
		High	0.80
Res duty comm.	All	All	0.80

Solar water heaters are also included; requirements in terms of Solar Energy Factor (SEF): 1.8 SEF for models with electric backup, 1.2 SEF for models with gas backup.

Background – Utility Partners


- ENERGY STAR has over 600 utility and regional efficiency group partners.
- ENERGY STAR developed guidance on midstream distributor-focused water heater programs by:
 - Interviewing program actors that have implemented programs.
 - Reviewing key program policy papers and presentations.
 - Interviewing program managers interested in midstream water heater programs to understand their concerns.





New! Distributor-Focused Midstream Website

ABOUT ENERGY STAR PARTNER RESOURCES



The simple choice for energy efficiency.

ENERGY EFFICIENT products ENERGY SAVINGS at home ENERGY EFFICIENT new homes ENERGY STRATEGIES FOR buildings & plants

Home » Certified Products » Retailers » Distributor-Focused Midstream Programs

Certified Products Your source for energy efficient product information

All Certified Products | Appliances | Lighting | Office Equipment | Electronics | Product Specifications Search

- Distributor-Focused Midstream Programs** ▾
- How It Works
- Astonishing Results
- Why it Works
- Best Practices
- Midstream Resources

Distributor-Focused Midstream Programs: The Key to Unlocking Residential Water Heater and HVAC Savings

Recently, energy efficiency program administrators have provided incentives up the supply channel to a “midstream” market actor – the wholesale distributor – resulting in sales doubling, and in some cases, increasing ten-fold for ENERGY STAR certified water heaters and HVAC. Click on “How It Works” below to be introduced to the basic concepts behind distributor-focused midstream programs. The following pages will give insight to the remarkable increases in program participation, and a helpful understanding of why the programs are so successful. You’ll also be able to review best practices and key resources gathered from program implementers.

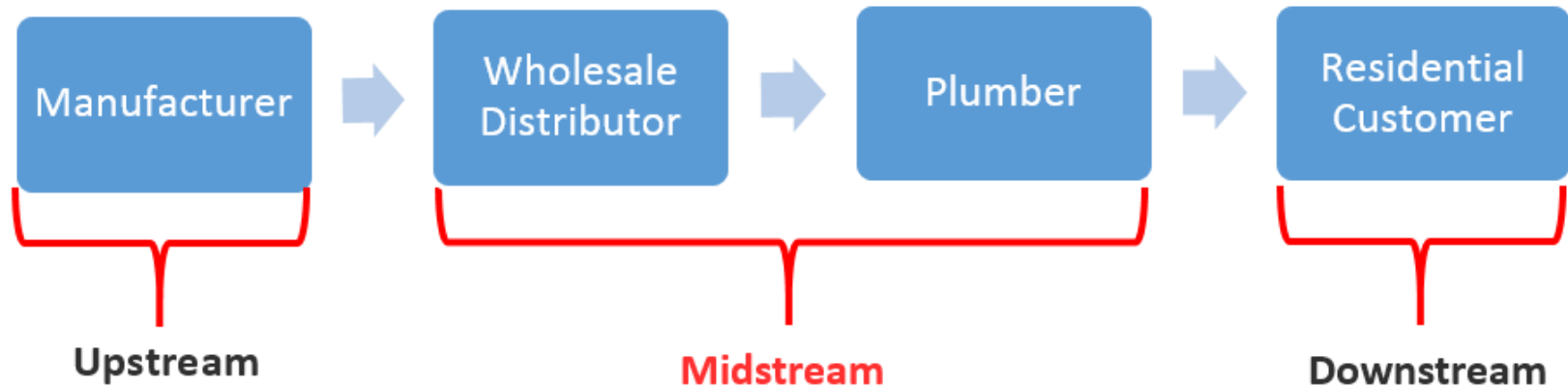
Next: [How it Works](#)>

EXPERT ADVICE

Contact us at midstreamdistributor@energystar.gov to set up a call with ENERGY STAR and the Technical Advisory Group. The group includes:

- AO Smith
- CLEARresult
- Energize CT
- Energy Solutions
- Energy Trust of Oregon
- NEEA
- SDG&E
- VEIC

Understanding the Fundamentals



- End downstream (mail-in) rebates.
 - **Ineffective:** high overhead and marketing costs; contractors/customer do not like forms and waiting for reimbursement.
 - **Low participation:** ETO found only 50% of HPWHs sold received downstream rebates.
- Shift rebate to distributor.
 - Cooperative agreement with distributor to pass along “instant” discount to contractor.





Why Midstream for Water Heaters Makes Sense Now

- Energy Independence & Security Act (EISA):
 - 45 lumens per watt (LPW) mandate by January 1, 2020.
- Largest impact for residential programs:
 - **Potential savings per bulb goes from 32 Watts to 3.2 Watts.**
 - 65% reduction of gigawatt hours (GWH) savings.
 - Claimable savings goes down!





Amazing Increases in Water Heater Program Participation

Efficiency Program	Measure	Incentive Amount	Increase in Program Participation
	ENERGY STAR Certified Heat Pump Water Heater (HPWH) ³	\$600*	423% ⁴ (PY1) ⁵
	ENERGY STAR Certified HPWH ⁶	\$300/\$500**	750% ⁷
	ENERGY STAR Certified HPWH ⁸ and Natural Gas Water Heaters ⁹	\$300 for gas; \$600 for HPWH	1000% ¹⁰ (PY2)
	ENERGY STAR Certified Natural Gas Boiler and Furnaces ¹¹	\$450 to \$800	234% (PY2)
	ENERGY STAR Certified HPWH ¹² and Natural Gas Water Heaters ¹³	\$100 for gas; \$300 for HPWH ¹⁴	Just began program in 2017



Why Midstream Works

- **Program administrator:**
 - Eliminates rebate breakage and increases participation by order of magnitude.
- **Manufacturer:**
 - Sells more higher profit energy efficient water heaters.
- **Plumber:**
 - Receives incentive instantly without burdensome paperwork.
- **Homeowner:**
 - Obtains efficient water heater during emergency replacement.

Distributors Can Be Persuaded

- Hardest to convince because asking distributor to administer incentive program and:
 - Increase paperwork/ recordkeeping burden and transaction time.
 - Learn about efficient water heater options.
 - Risk overstock of unsellable efficient water heaters if funding goes away (inventories set months in advance).
 - Pass along 100% of incentive to contractor usually.
- But, distributors are often convinced by....
 - **Larger profit** per efficient water heater sold.
 - An “**administrative fee**” to ease incentive application burden.



Skeptical Distributor



Best Practices

- Take advantage of peer learning/exchange:
 - ENERGY STAR Technical Assistance Group. Email midstreamdistributor@energystar.gov to set-up a call.
- Continue outreach to contractors and consumers.
- Familiarize yourself with plumbing supply distributors.
- Work with EM&V teams during program planning.
- Fine tune the midstream incentive.
- Manage how incentives are passed along.





Best Practices: Accommodating Distributors

- Appeal to the distributor's bottom line.
- Involve few select large distributors early in the program development process.
- Provide a method for verifying eligible models.
- Provide an administrative fee to distributors.

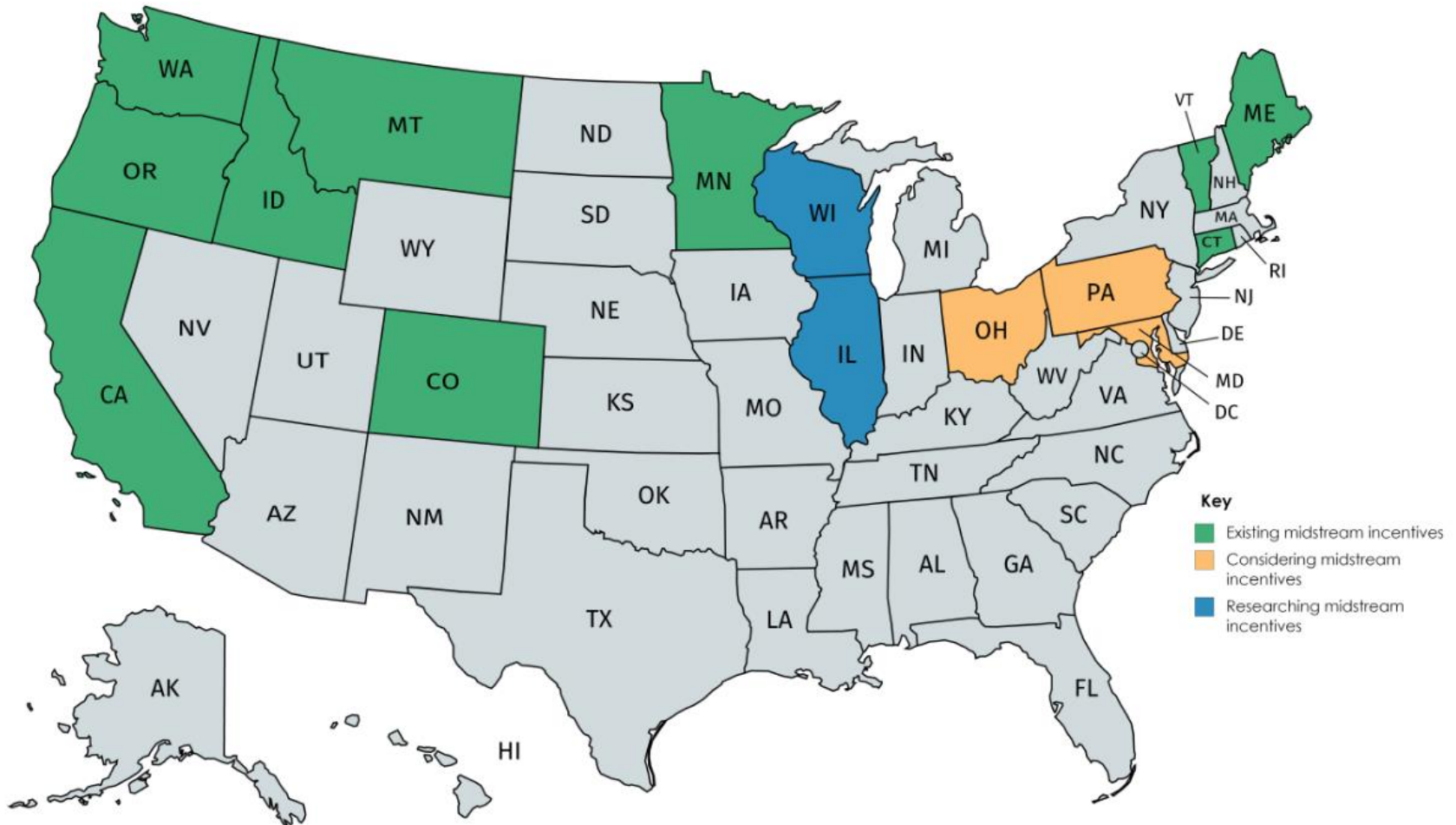


Best Practices: Accommodating Distributors

- Pay the distributor within 30 days (enormous outlays by distributor).
 - Provide online portal to input incentive information.
 - Minimize data input requirements.
 - Automate incentive processing by integrating incented WHs into distributor inventory and sales tracking.
 - Use direct deposit and electronic fund transfers to expedite payment.
- Plan for increases in program participation to avoid budget overruns.



Midstream HPWH Incentives from ENERGY STAR Partners



NEW! ENERGY STAR Tool – Water Heater Replacement Guide



Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through **4** simple installation considerations to figure out if a heat pump water heater is right for your home.

[GET STARTED](#)

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to \$3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.



Upcoming! ENERGY STAR Tool – Water Heater Contractor Finder

Find and Compare Products
Languages: English | Français
Access to ENERGY STAR API, Data Set or Excel File

Find product models that have earned the ENERGY STAR and compare features, savings and more to optimize your purchase.

- 1 Select a product category of interest to you.
- 2 Get details on specific qualifying models.
- 3 Make informed purchasing decisions.

ENERGY STAR Certified Water Heaters Visit the [Water Heaters](#) page for usage tips and buying guidelines.

Efficiency and performance for ENERGY STAR certified water heaters may be evaluated using two different methods. The results of testing from these methods are not directly comparable. Solar water heater products have requirements for Solar Energy Factor (SEF), not Uniform Energy Factor (UEF).

(69) heat pump water heater installers in your area
98101
SHOW INSTALLERS →

Filter Your Results 1432 Records Found

Fuel

Electric (189)

Natural Gas (657)

Propane (980)

Do not filter

Type

Gas Storage (753)

Gas Tankless (256)

Heat Pump (182)

High Capacity Storage (46)

Solar with Electric Backup (210)

Solar with Gas Backup (7)

Do not filter

Brand Name

A. O. Smith (52)

A. O. Smith (56)

American (81)

American Solar (87)

American Standard (5)

Bosch (11)

Bradford White (4)

[Show more](#)

Storage Volume (gallons)

Less than 50 (393)

50-75 (524)

80 or more (73)

A. O. Smith - G6-UPVT5042NV	<input type="checkbox"/> Compare
Gas Storage - Natural Gas Energy Factor: 0.68	Uniform Energy Factor (UEF): Thermal Efficiency (TE):
A. O. Smith - GPDF 50 102	<input type="checkbox"/> Compare
Gas Storage - Natural Gas Energy Factor: 0.67	Uniform Energy Factor (UEF): Thermal Efficiency (TE):
A. O. Smith - GPDF 50 103	<input type="checkbox"/> Compare
Gas Storage - Propane Energy Factor: 0.67	Uniform Energy Factor (UEF): Thermal Efficiency (TE):
A. O. Smith - HPTU 90 120	<input type="checkbox"/> Compare
Heat Pump - Electric Energy Factor: 3.07	Uniform Energy Factor (UEF): Thermal Efficiency (TE):

Rebates in your zip code: 98101
CHANGE ZIP →

Heat Pump Water Heaters \$500 Valid: 01/01/2011 - 12/30/2017

Mail-in Rebate [Visit website to learn more](#)

Seattle City Light | 206-684-3800

ENERGY STAR Certified **Water Heaters** Visit the [Water Heaters](#) page for usage tips and buying guidelines.

CHANGE product category

Efficiency and performance for ENERGY STAR certified water heaters may be evaluated using two different methods. The results of testing from these methods are not directly comparable. Solar water heater products have requirements for Solar Energy Factor (SEF), not Uniform Energy Factor (UEF).

(69) heat pump water heater installers in your area
98101
SHOW INSTALLERS →

The installers listed below meet the vetting process of utility-sponsored energy-efficient heat pump water heater programs in their area or that of the product brand owner they are affiliated with. The ENERGY STAR Program is not responsible for the quality of services provided and encourages consumers to ensure their installer is properly certified and licensed.

These links will take you to web sites external to the energystar.gov domain. EXIT ↵

Installation professionals list provided by Hot Water Solutions, a Heat Pump Water Heater initiative of the Northwest Energy Efficiency Alliance

5 Corners Plumbing A

Address: PO Box 14372
Seattle, WA 98114

Phone: (206) 508-7972

[Visit website](#)

7 Hills Plumbing B

Address: PO Box 14758
Mill Creek, WA 98082

Phone: (425) 754-0240

[Visit website](#)

AP Plumbing LLC C

Address: 11422 Pinyon Ave
NE Bainbridge Island, WA

Phone: (206) 842-7857

[Visit website](#)

▲ HIDE INSTALLERS ▼

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Looking to the Future

- Greater expansion of midstream programs for water heaters.
- Instant Rebates at Retail:
 - Pilots at retail currently underway.
 - In-store smartphone app:
 - Scans the product barcode (next to POP promoting program to address attribution).
 - Asks for address, confirmation of service territory (to address leakage).
 - Issues an online coupon to reduce price at checkout.
 - Utility branded gift card could be issued instead of a reduced price (to improve attribution).

ComEd instant rebate at retail for smart thermostats

APPLY REBATES STEP 1/3

You must agree to the following Terms and Conditions in order to redeem instant rebates.

I certify that I have residential electric service with ComEd or that I am installing this device(s) into the home served by this account.

This ComEd rebate brought to you by the ComEd Energy Efficiency Program which is funded by ComEd customers in compliance with Illinois law.

I agree and adhere to the ComEd Smart Thermostat [Eligibility Requirements and Terms & Conditions](#).

Continue



Interested in Learning More or Meeting with the TAG?

Contact us at midstreamdistributor@energystar.gov to set up a call with ENERGY STAR and the Technical Advisory Group. The group includes:





Any Questions?

- Key Staff:
 - Rosemarie Stephens-Booker, EPA ENERGY STAR, 202-343-9529, stephens-booker.rosemarie@epa.gov
 - Allison Robinson, Cadmus, (503) 467-7102, Allison.Robinson@cadmusgroup.com
 - Robert Huang Cadmus, (617) 673-7117, Robert.Huang@cadmusgroup.com
- Midstream Website:
www.energystar.gov/products/retailers/midstream_programs



Selling HPWHs

The Final Frontier

Jill Reynolds
Northwest Energy Efficiency Alliance

3/22/18



Selling HPWHs – The Final Frontier

Jill Reynolds



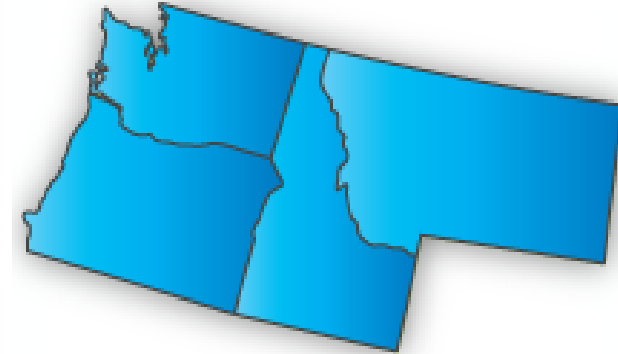
Agenda

- Why HPWHs?
- Midstream Key Ingredients
- Installer Buy-In
- Lessons Learned
- Questions



NEEA Overview

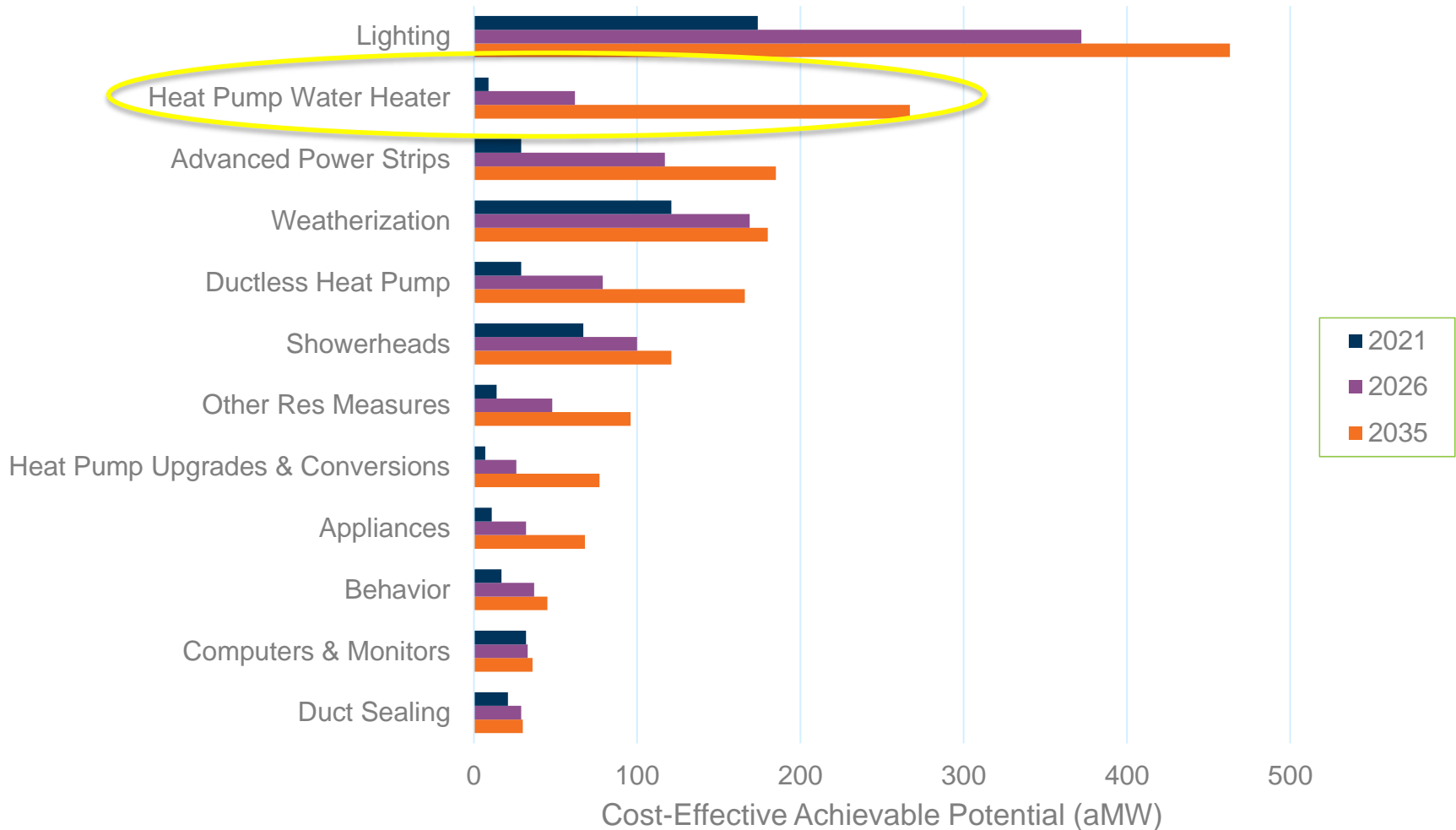
- Northwest Energy Efficiency Alliance (NEEA) - Nonprofit organization using **market transformation** to maximize energy efficiency and meet future energy needs
- Funded by:
 - » Bonneville Power Administration (BPA)
 - » Energy Trust of Oregon
 - » More than 100 Northwest utilities
- Covers Idaho, Montana, Oregon and Washington
- Energy efficiency is now the region's second largest power resource



Why HPWHs?

NW Measure Savings Potential

Residential Measure Categories



HPWHs Equal

Reliable energy savings

93% customer satisfaction

Over 100 qualified HPWHs



Northwest Accomplishments

- Over **30,000** incented sales
- **87** NW HPWH utility programs
- Partnerships with all major water heater manufacturers and distributors
- Over 500 trained installers



Midstream Key Ingredients

Go Midstream To...

- Influence price, stocking and marketing
- Engage deeply with installers to increase product adoption
- Increase consumer awareness and demand
- Rebate breakage



Market Actor Mix

Manufacturer Collaboration

Distributor Engagement

Utility Participation

Installer Buy-In

Key Ingredient: Distributor Buy-In

Distributor Collaboration on SMIT framework:

- Sales
- Marketing
- Inventory
- Training

Tactics include:

- \$40 per unit administrative payment for sales reporting and stocking
- Monthly sales data collection
- Engaging at branch levels

Key Ingredient: Instant Utility Rebates

- Utility rebates are key to overcoming first cost barrier
- Between \$300-\$500 in the region
- NEEA encourages instant delivery
 - » Energy Trust, Snohomish PUD and others embracing this design
 - » Identical program requirements
 - » Increases volume by 400-600%

The Icing on the Cake: Installer Adoption

Installer Pro Deal and Training



Installer Pro Deal and Training

Step 1: Select high potential companies

Step 2: Interview company owner

Step 3: Provide participating companies free product

Step 4: Staff training – increase product knowledge

Step 5: Stay in touch!

Contractor Feedback – Sneak Peak

- Held a contractor workgroup 2 weeks ago
- Intent is to have contractor stakeholders support and provide input on materials
- It was a collaborative session with 11 installers
- Early results and takeaways are...



Contractor Feedback – Challenges

- Top challenges from contractor perspective:
 - **Lack of consumer awareness**
 - » Makes it hard to sell in emergency replacement
 - **Lack of distributor support** and focus on the technology
 - » Need product influencers at distributor level
 - » Training, marketing. free trial product etc.
 - **Lack of product support from manufacturer**
 - » Need more technical support
 - » Easy access to parts and servicing info

Contractor Feedback – Training

- Top training content preferences
 - **Marketing**
 - **Selling the value of HPWHs**
 - Technology overview
 - Technology comparison
 - Installation training

Contractor Feedback – Training

- Top training delivery preferences
 - **Longer (over an hour), in person trainings with continuing education credits (CEUs)**
 - **Product direct-to-company mentoring with free product**
 - Longer (over an hour), online training with continuing education credits
 - 30 minute online training
 - 30 minute in person training

Contractor Feedback – Marketing

- Top marketing support preferences
 - **Direct mail postcard template**
 - **Social media videos**
 - **Product flyers**
 - Online ads
 - Customer testimonial videos
 - Newspaper ad
 - Radio ad
 - Sales sheet
 - Image library
 - Pocket card
 - Technical install video

Lessons Learned

Lessons Learned

- Midstream program delivery most effectively addresses installer adoption and cost barriers and has great potential to increase sales volume
- Addressing cost barriers is not enough to transform the market
- It's imperative to get buy-in from local installers
- Consumer awareness is also a key ingredient

Questions?

Thank You.



UI

Promoting HPWH

Lisa Boba
The United Illuminating Group



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



UI



SCG

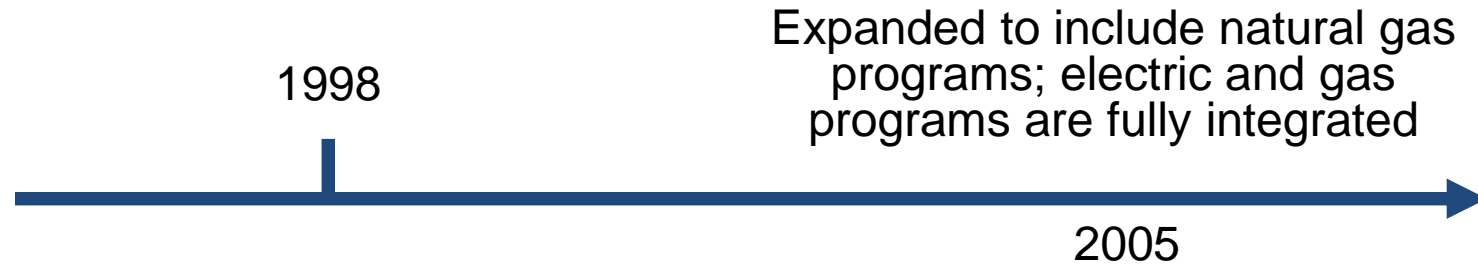


CNG

Energize Connecticut

- 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



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

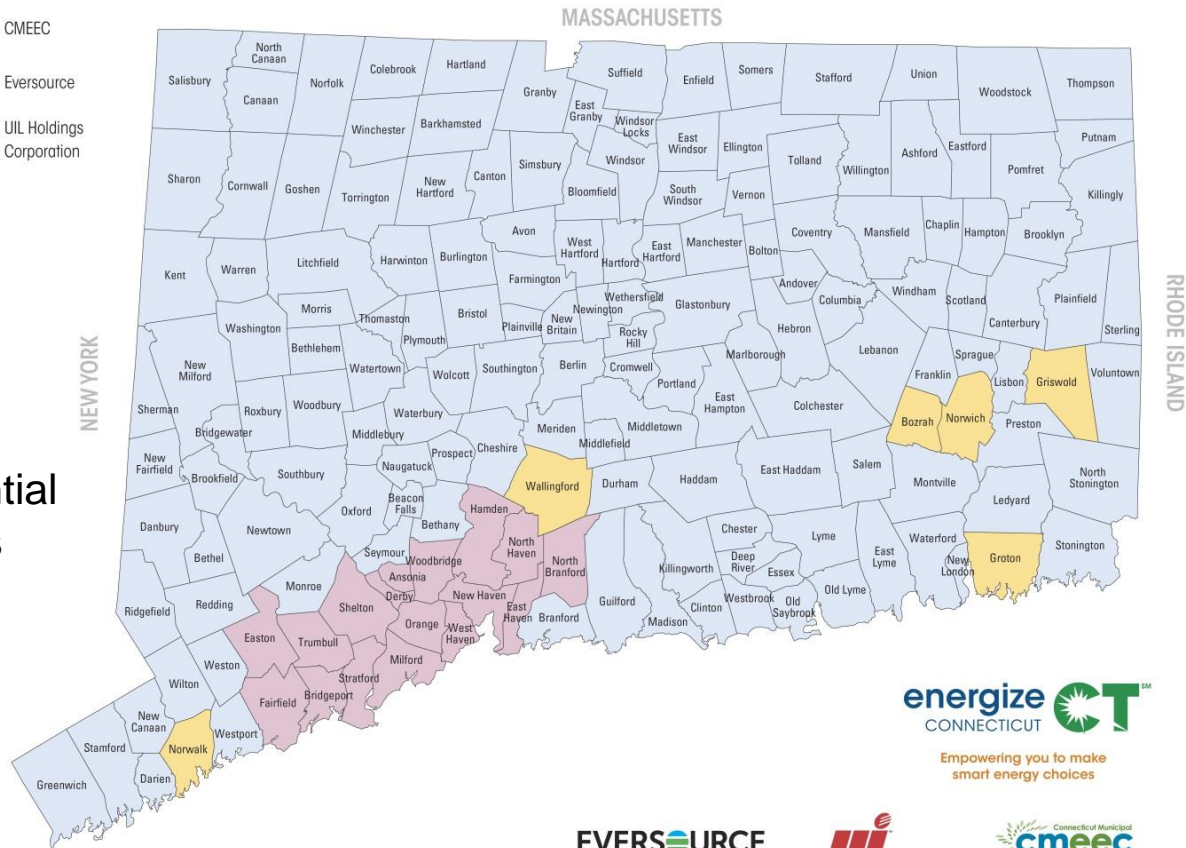
Energize CT Incentive Programs

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

CT Service Territory: Electric

Electric Service Areas

- CMEEC
- Eversource
- UIL Holdings Corporation



1,325,000 Residential Electric Customers



Empowering you to make smart energy choices



A UIL HOLDINGS COMPANY



Residential Incentives - 2018



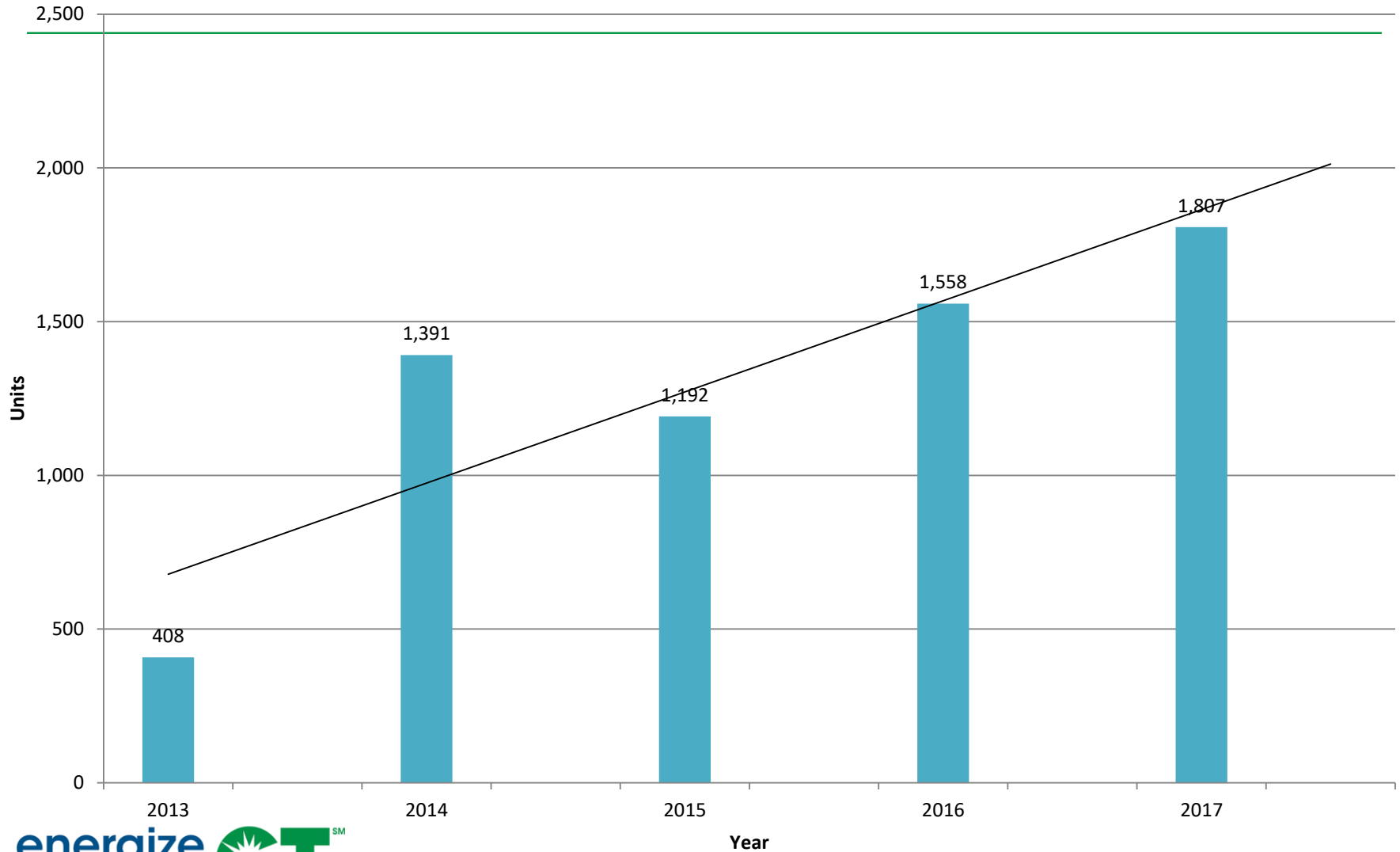
Product	Incentive	Details
Natural Gas Water Heaters	\$300	Tankless 0.94 EF+
	\$300	Condensing 95% TE
Heat Pump Water Heaters	\$500	or \$300 at retail with \$200 mail-in rebate to customer, (minimum EF 3.0)
Ductless Heat Pump	\$300-\$500	
Natural Gas Boiler	\$450	90-93.99% AFUE
	\$750	94%+ AFUE
Natural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

Heat Pump Water Heater Details

- Energy Factor ≥ 3.0
- ENERGY STAR[®] 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)

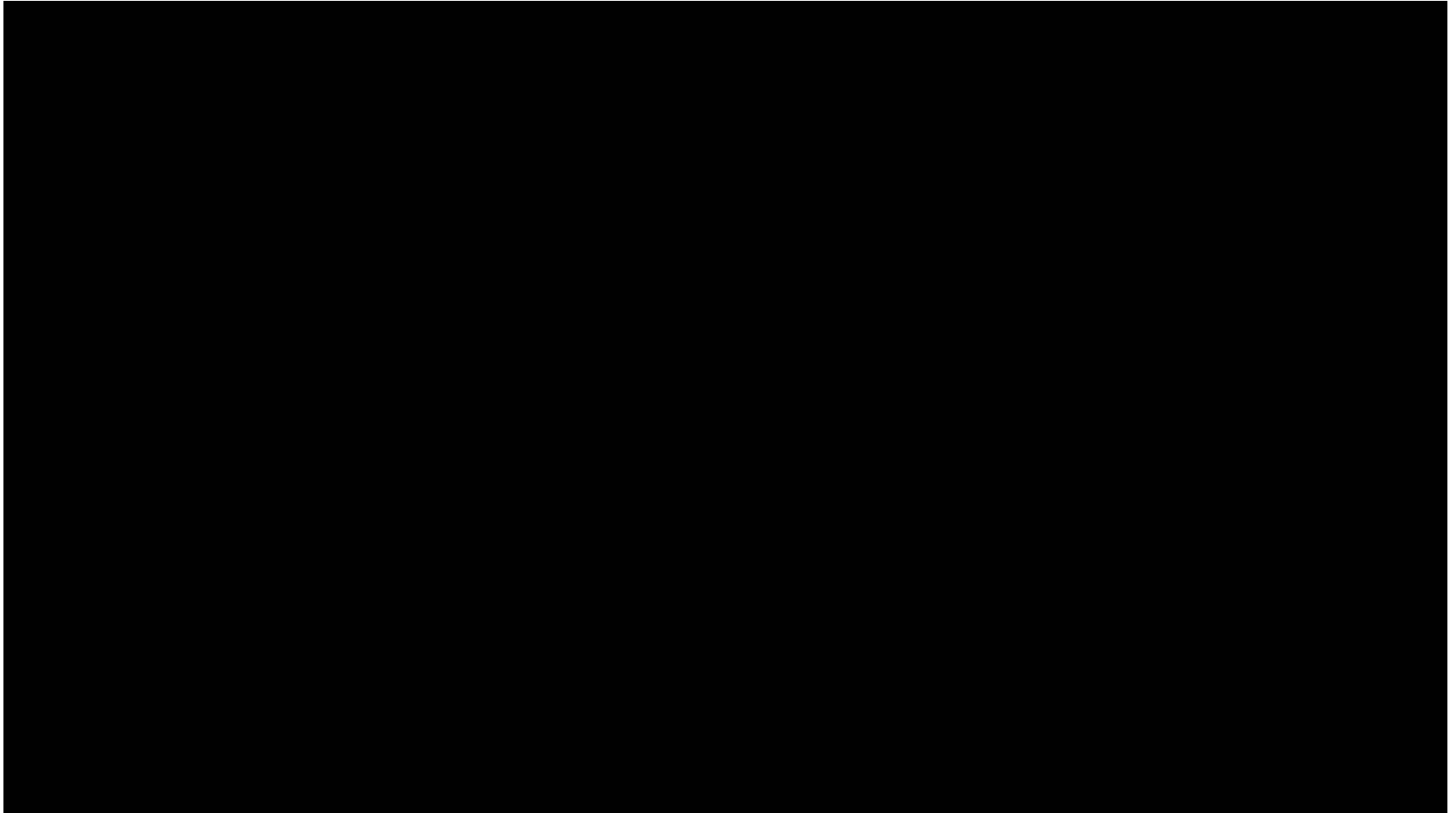
Promoting HPWHs

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

Key Messaging

- 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



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!

 **EVERSOURCE ENERGY**  [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



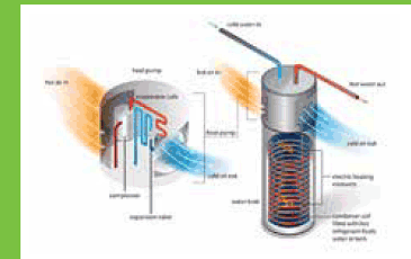
High-Efficiency Heat Pump Water Heater

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!



Source: ENERGYSTAR

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 2843 kWh/year and average residential electricity cost of 26 cents/kWh in Connecticut.

AVAILABLE AT
LOWE'S

A. O. Smith.
Innovation has a name.

SAVE HUNDREDS WITH DISCOUNTS AND REBATES FROM ENERGIZE CT

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
Final Potential Price	\$599	\$1,299

To learn more, visit 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 Energy 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

- 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



energize
CONNECTICUT



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 a 3.0 Energy
Factor or higher.

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

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



SPECIAL PRICING BROUGHT TO YOU BY

energize
CONNECTICUT

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, SGC and CNG, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at EnergizeCT.com or by calling 877.WISE.USE.

CO041 01/18

Key Take-aways

- 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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EnergizeCT.com/hpwh

Discussion

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