Consortium for Energy Efficiency

ACEEE Plenary Session

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ACEEE Hot Water Forum
CEE Today

- CEE brings together 100 program administrators serving all or part of 45 states and 7 provinces

- CEE program model was recognized by the EPA with the 2009 Climate Protection Award

- CEE is a member-driven nonprofit, governed by a Board of Directors from member organizations
Rising Baselines = Decreased Savings

Old Standard

New Standard

Savings

Lost Savings
Decreased Savings = Challenging Cost Effectiveness

$$\frac{B}{C} > 1 \quad \Rightarrow \quad \frac{B - n}{C} > 1$$
Federal Changes Also Require Program Changes

ENERGY STAR

Tier 1 | Tier 2
--- | ---

 Rebate 1
 Rebate 2
 Rebate 3
Program Changes Require Changes to Marketing Materials

<table>
<thead>
<tr>
<th>Water Heating Type</th>
<th>Fuel Type</th>
<th>Qualification Criteria</th>
<th>Incentive Amount*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat Pump Water Heater</td>
<td>Electric</td>
<td>ENERGY STAR with COP of 2.0 or greater</td>
<td>$400 instant discount at participating distributors ($300 instant and $100 mail-in at retailers)</td>
</tr>
<tr>
<td>Condensing Storage</td>
<td>Natural Gas Only</td>
<td>ENERGY STAR with TE of 0.95 or greater</td>
<td>$300 instant discount at participating equipment distributors</td>
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<tr>
<td>Tankless On-Demand</td>
<td>Natural Gas Only</td>
<td>ENERGY STAR with 0.91 EF or greater</td>
<td>$300 instant discount at participating equipment distributors</td>
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</tbody>
</table>


**SCG and CNG Residential Gas Conversion Rebates**
Visit [www.soconnegas.com](http://www.soconnegas.com) or [www.cngcorp.com](http://www.cngcorp.com) and click on "convert to gas" for more information. Rebate form provided by Gas Sales Representative.

**Residential Financing Options**
AFCH First Heating Loan Information: [www.EnergizeCT.com/heatingloan](http://www.EnergizeCT.com/heatingloan) or call (855) 803-3090
CHIF Home Energy Solutions Loan: [http://www.chif.org/page/borrower-information-and-application](http://www.chif.org/page/borrower-information-and-application) or call (860) 233-5165
Smart-E Loan through The Green Bank: [www.EnergizeCT.com/smarte](http://www.EnergizeCT.com/smarte) or email smarte@ctcleanenergy.com

**Commercial Incentives:**
*Upstream instant discounts available at participating equipment distributors for ductless heat pumps and cooling systems, gas water heaters, and gas space heating equipment. Talk to your distributor or call Jim Zanvettor at UI for more information: 203-499-3672

**GENERAL ENERGY EFFICIENCY AND CLEAN ENERGY QUESTIONS:** Call 1-877-WISE-USE (947-3873)
Or visit [www.EnergizeCT.com](http://www.EnergizeCT.com)
Program Changes Also Require Education and Outreach

Big Changes for Residential Water Heaters
What Every Contractor Needs to Know

**NAECA April 16 2015**

Water heaters are changing. Minimum standards are rising to cut energy waste and save customers money.

Like other code changes, contractors need to be ready to keep their business moving forward.

### New Minimum Standards

<table>
<thead>
<tr>
<th>New Minimum Standards</th>
<th>40 gallon</th>
<th>50 gallon</th>
<th>60 gallon</th>
<th>75 gallon</th>
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</thead>
<tbody>
<tr>
<td>Gas Storage Models</td>
<td>0.61 EF</td>
<td>0.60 EF</td>
<td>0.75 EF</td>
<td>0.66 EF</td>
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<tr>
<td>Electric Storage Models</td>
<td>0.95 EF</td>
<td>0.95 EF</td>
<td>1.09 EF</td>
<td>1.07 EF</td>
</tr>
</tbody>
</table>

### What is Happening?

Product lines are shifting to improve energy efficiency. This means water heaters will feature new technology or better insulation as manufacturers implement new standards under the National Appliance Energy Conservation Act (NAECA) in April 2015.

### What Does This Mean for Installers?

- Larger, heavier units may be less maneuverable during installation.
- Tight spaces without room to install a larger replacement water heater might mean choosing a new location, installing a smaller capacity storage model, or installing a tankless unit.
- Installers need to be familiar with condensing and heat pump equipment, including venting and condensate requirements.
- New opportunities will arise to sell premium equipment.
- Training for all employees will be essential. Look to efficiency programs, trade associations, and manufacturer reps for classes.

### Storage Water Heaters Will Get Larger

- Thicker insulation will make storage tanks one to three inches wider and taller.
- Heat pump water heaters are taller than basic models. Most are five to seven feet tall.

### Water Heaters Over 55 Gallons Will Use Gas Condensing or Electric Heat Pump Technology

- Gas condensing units extract extra heat from exhaust gases.
- Heat pump models concentrate heat from the surrounding air in the storage tank.

### What About Tankless Water Heaters?

Most instantaneous water heaters on the market already meet new energy efficiency standards. Few existing products will be affected.

### How Will These Changes Impact My Business?

New models often mean higher-margin installations and long-term energy savings for your customers. Contractors will need to explain product changes to customers. Heat pumps and condensing equipment mean fewer DIY installations by homeowners.

### Will ENERGY STAR® Water Heaters Change?

ENERGY STAR® qualified water heaters will continue to offer superior energy savings and reliability. Gas, electric, and solar models must meet strict performance criteria to earn ENERGY STAR® recognition.

Visit [www.eswaterheaters.com](http://www.eswaterheaters.com) to get ready.
Uncertainty Surrounding These Changes Impacts Planning
Contact

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