




# Consortium for Energy Efficiency

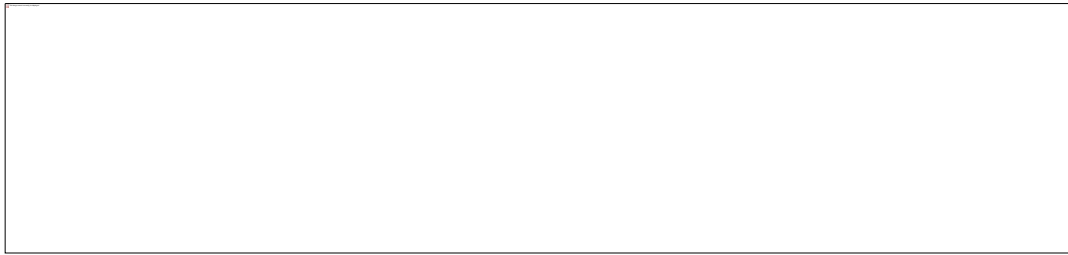
## Overview of Residential Water Heater Programs

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ACEEE Hot Water Forum

# CEE



- ▶ 117 members serve all or part of 45 states and seven provinces
- ▶ 81% of the \$8.0B\* total efficiency expenditures in 2013 were directed by members
- ▶ 2009 EPA Climate Protection Award recognized CEE members approach 
- ▶ CEE is a member-driven nonprofit, governed by a Board of Directors from member organizations



- ▶ Supplemental project managed by CEE
- ▶ Approach: educate contractors about 2015 NAECA standards and emphasize range of benefits of high efficiency water heaters
- ▶ Adaptable resources: [www.eswaterheaters.com](http://www.eswaterheaters.com)
- ▶ Sponsors:



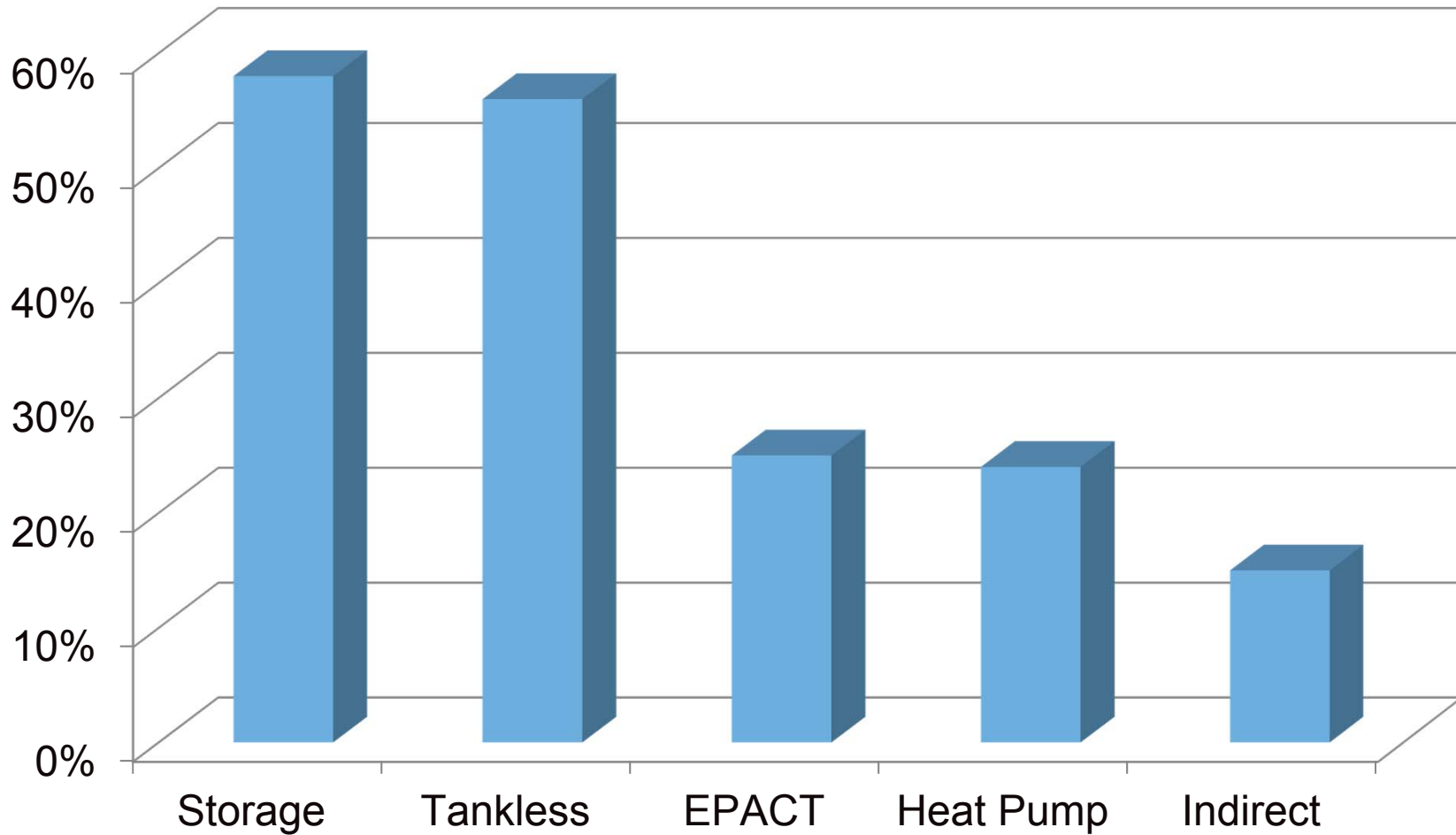
# Insight From the 2014 CEE Program Summary



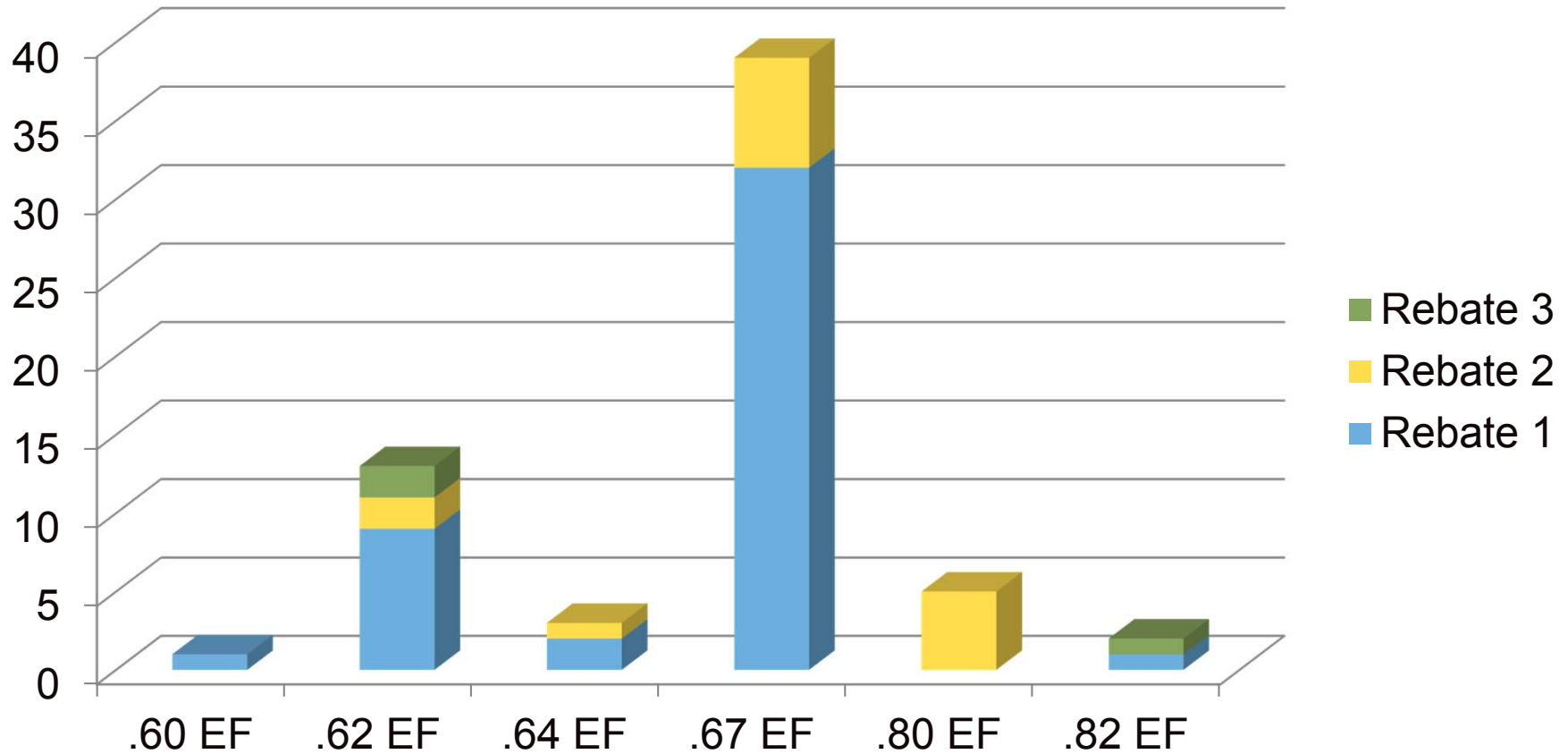
# Program Summary Scope

- ▼ Current program information for water heaters and related efficiency measures
- ▼ Survey of 79 CEE member programs
  - Covering 38 US states and Canadian provinces
  - Gas and dual fuel programs only
- ▼ A representative sample of programs from publicly available information
  - Not an analytical study or evaluation of water heater programs
  - Does not capture measure uptake or participation

# Overview of Program Measures



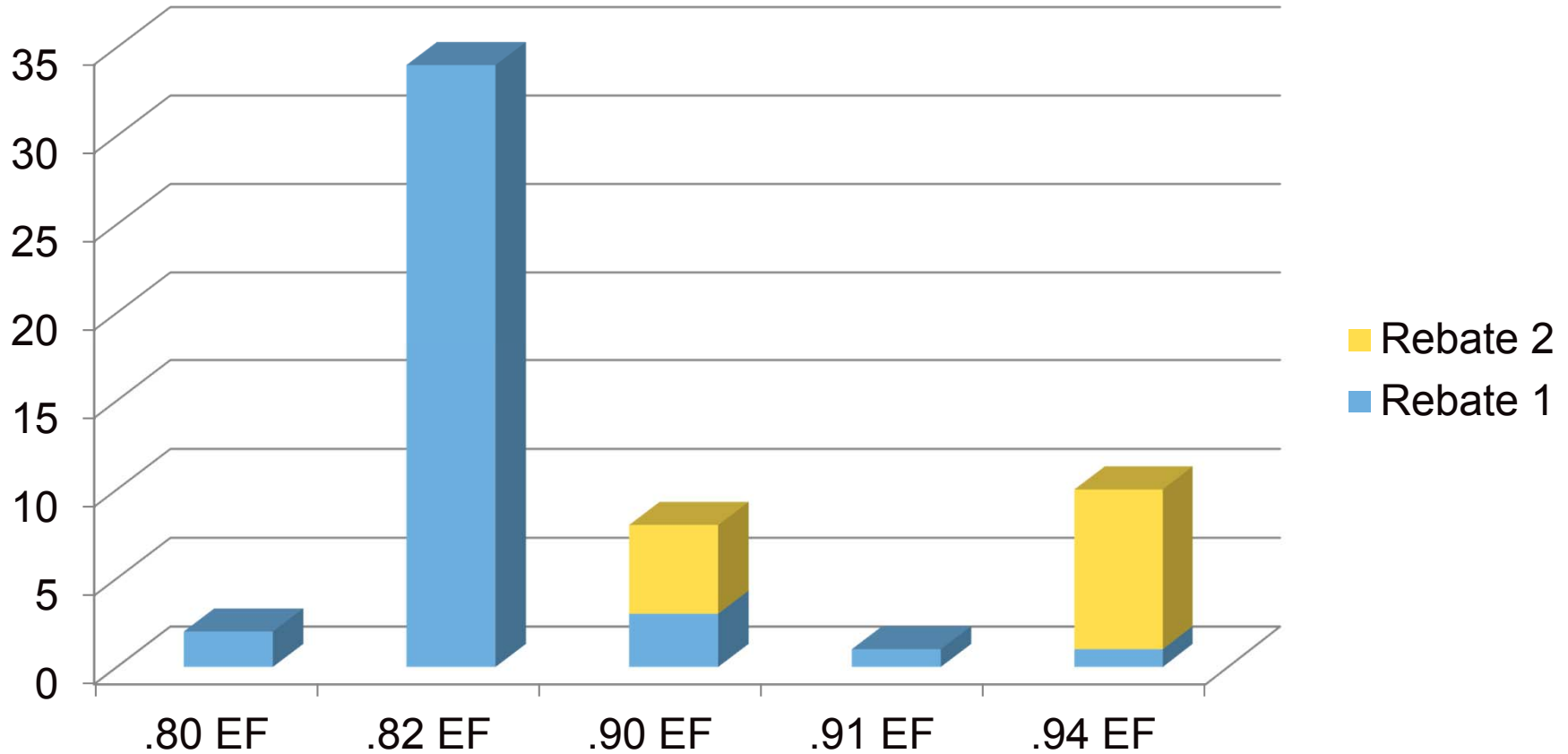
# Gas Storage Water Heater Rebate Levels by EF



**ENERGY STAR**

<b>Tier 0</b>	<b>Tier 1</b>	<b>Tier 2</b>
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# Tankless Water Heater Rebate Levels by EF



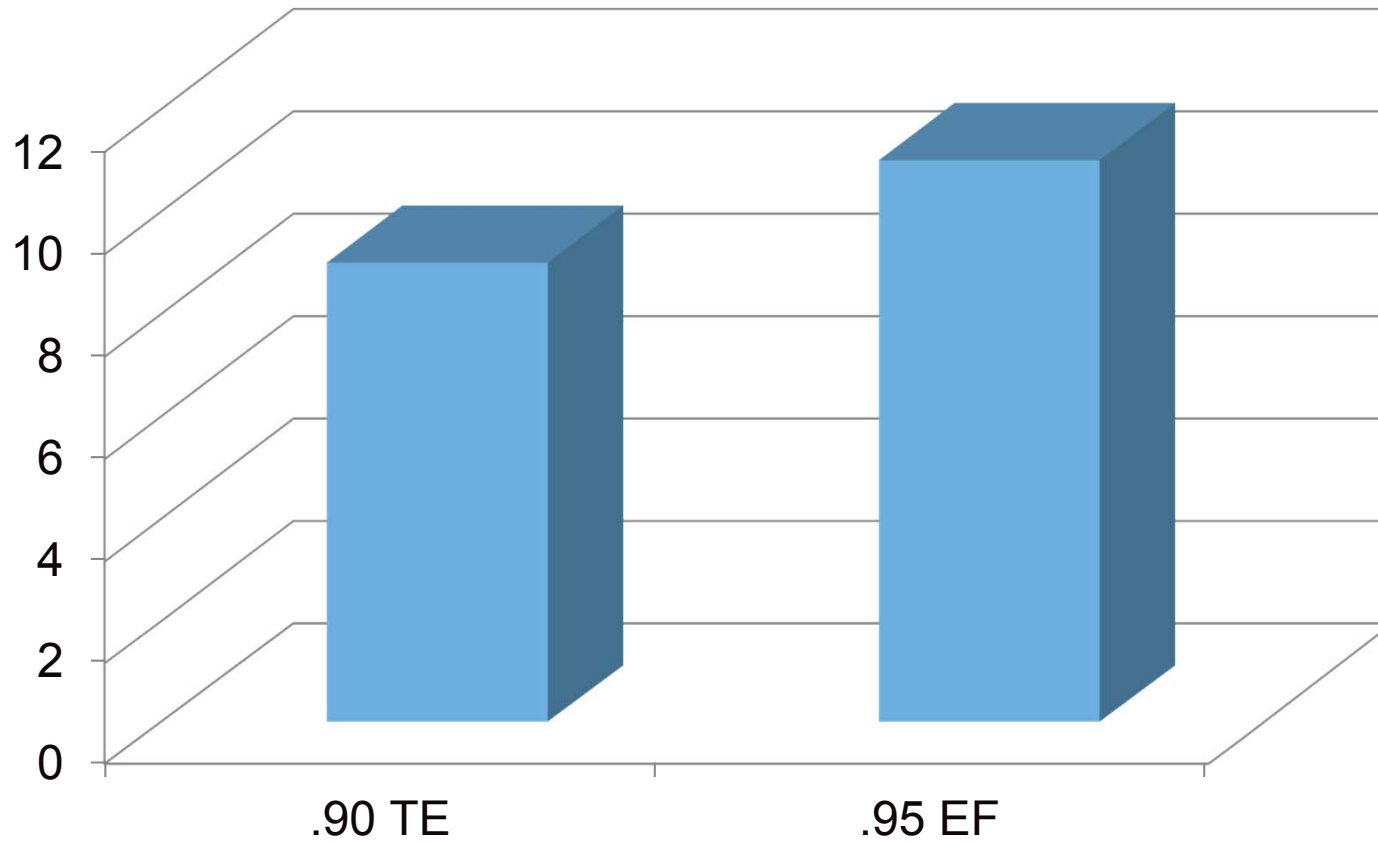
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Tier 1



# EPACT Water Heater Rebate Levels by TE



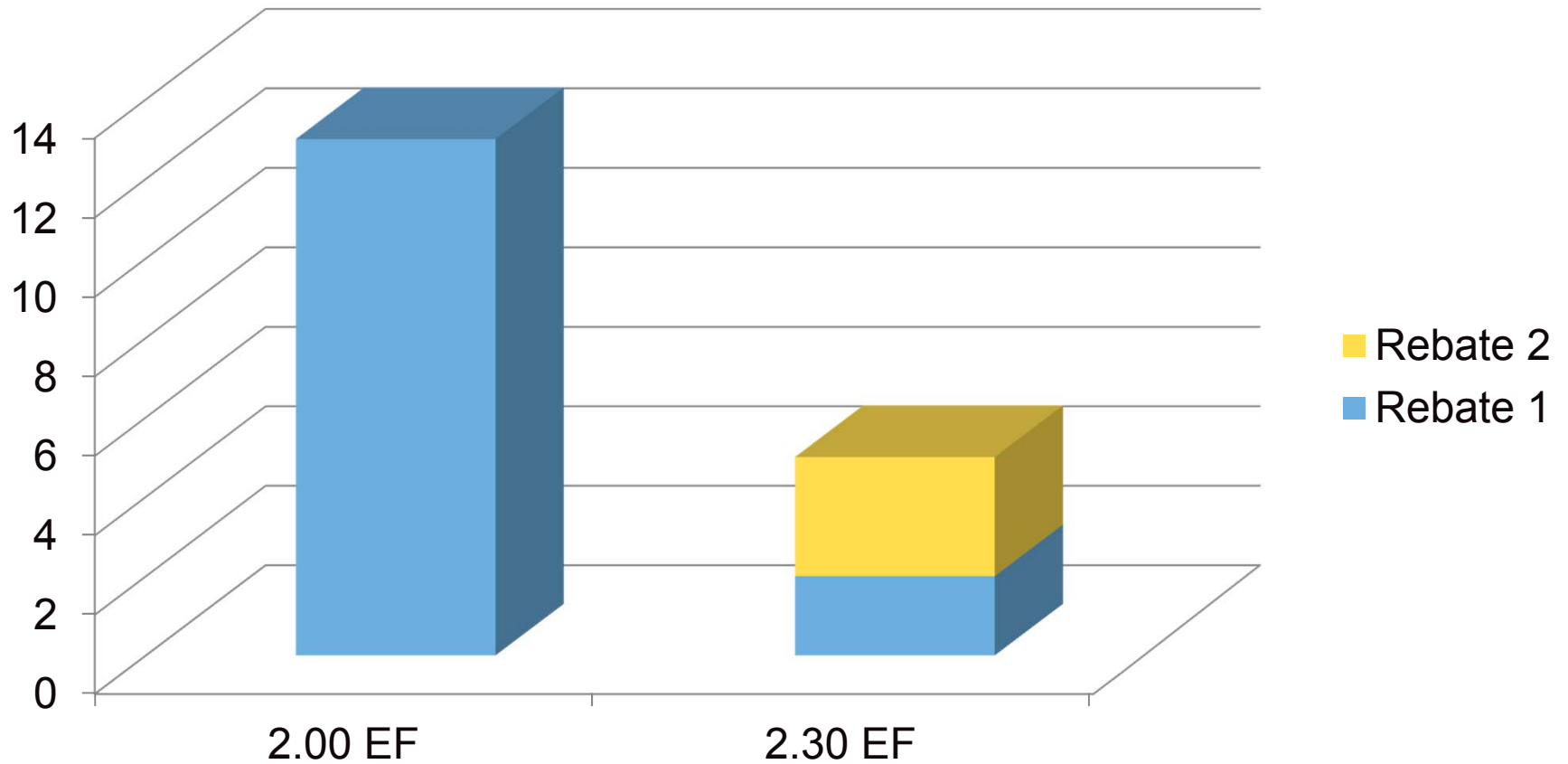
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**Commercial Tier 1**

**Commercial Tier 2**

# Heat Pump Water Heater Rebate Levels by EF



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**No CEE Specification**

# Rebate Comparison

Equipment Type	Rebate Tier	Number of Programs Offering	Average EF (or TE) Eligibility	Average Rebate Amount
Gas Storage	One	46	.66 EF	\$105
Gas Storage	Two	15	.70 EF	\$229
Gas Storage	Three	6	.81 EF	\$338
Tankless	One	44	.82 EF	\$308
Tankless	Two	14	.93 EF	\$596
EPACT	One	20	.93 TE	\$388
Heat Pump	One	18	2.00 EF	\$408
Heat Pump	Two	5	2.30 EF	\$980

# A Couple of Final Thoughts

- ▶ Many programs are struggling to meet cost-effectiveness challenges
  - High unit and install costs, low fuel prices
- ▶ Low program participation rates as well
  - Emergency replacements continue to hinder market transformation
  - Contractor education and outreach are key
  - Many programs are interested in going upstream
- ▶ New minimum standards require additional considerations, and program revisions

# Contact

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