



Unique Program Approaches in the Market

Alice Rosenberg
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ACEEE Hot Water Forum

Overview

- ▶ Highlight inventive water heater program designs that address a particular market barrier
- ▶ Discuss unique strategies that are employed to overcome these challenges
 - Whole house approach
 - Midstream incentive model
 - Loan financing
 - Distribution system efficiencies
- ▶ Share lessons learned from experience to date

Panel Speakers

▶ Jerry Ryan
New Jersey Natural Gas



▶ Howard Merson
Vermont Energy Investment Corporation



▶ John Holman
Rural Energy for America Program

**Rural Energy for
America Program**

REAP

▶ Tim O'Connell
United States Department of Agriculture



Committed to the future of rural communities.

Presentations

- ▼ What was the **impetus** for developing this program?
- ▼ Describe the original **value proposition** addressed?
- ▼ How was the program **executed in practice**?
- ▼ What **results or findings** came out of the work?

Discussion Questions

- ▶ What is the **greatest ongoing barrier** to uptake?
- ▶ What **stakeholders and partners** were/are critical to involve in the development and execution?
- ▶ How important is **market segmentation and specific marketing** to the impact of your program?
- ▶ How were you – or do you hope to be in the future – able to **achieve scale**?
- ▶ What would help result in even **greater success**?

Contact

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