



Empowering you to make
smart energy choices

Contractor Engagement HPWH Promotion & Collaboration

2019 ACEEE Hot Water Forum
March 12, 2019

Alyson Caiola UI, SCG, and CNG

EVERSOURCE



Who... What ... Where...

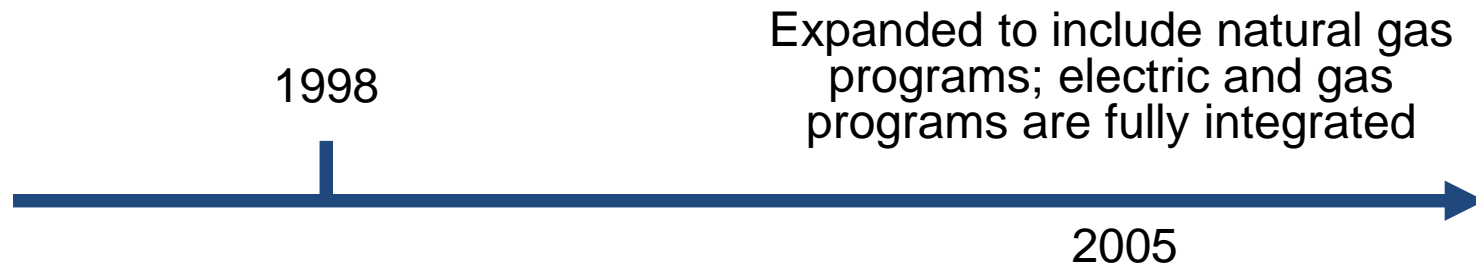
WHO Is Energize CT

- Energize Connecticut is the state's branding initiative to help consumers save money and use clean and affordable energy.

WHAT Is The Purpose and Goal?

- To advance the efficient use of energy
- To reduce air pollution and mitigate negative environmental impacts
- To promote economic development and energy security

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



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smart energy choices

Residential New Construction

Multifamily Initiative

Residential HVAC and Water Heating Incentive Program

Retail Products (Lighting and Appliances)

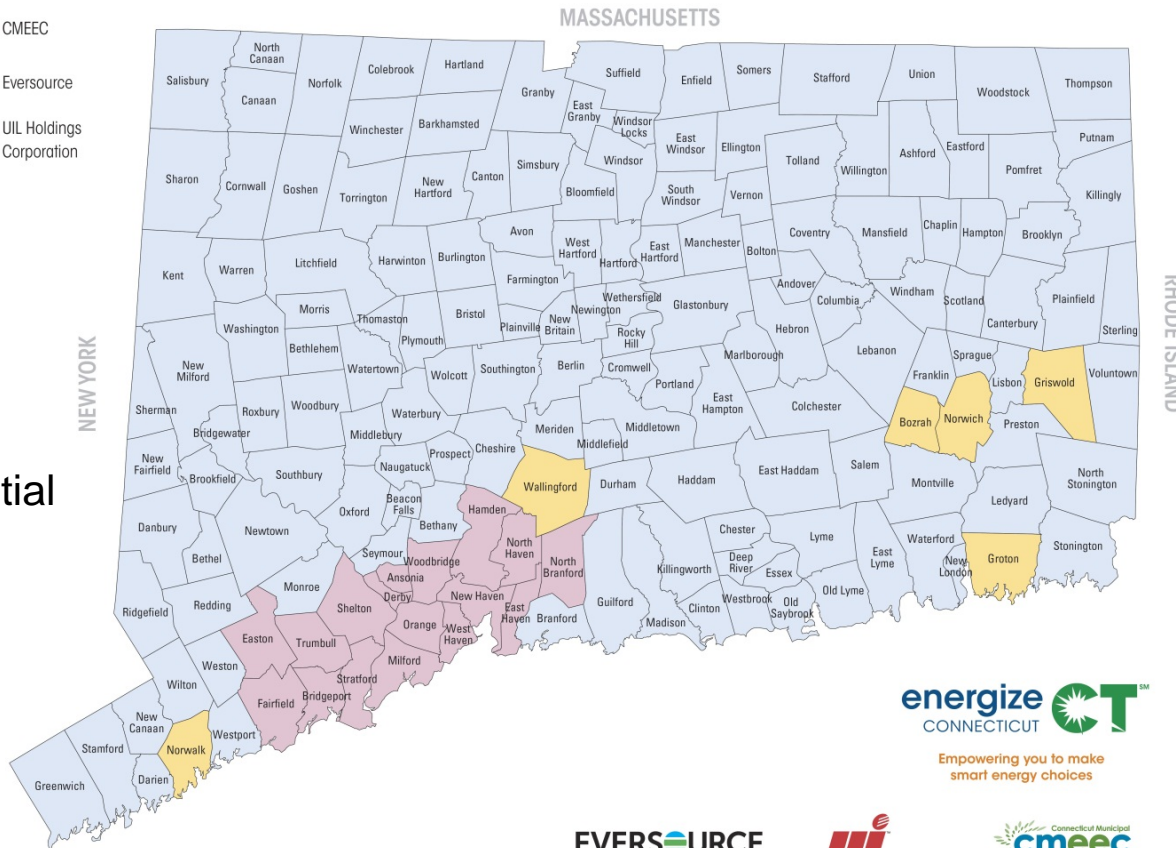
Commercial & Industrial Programs

Energize CT Incentive Programs

CT Service Territory: Electric

Electric Service Areas

- CMEEC
- Eversource
- UIL Holdings Corporation



1,325,000 Residential Electric Customers



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A UIL HOLDINGS COMPANY





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2019 Residential Energize Connecticut HVAC and Water Heating Rebates



EVERSOURCE



Equipment	Fuel Type	Qualification Criteria	Incentive Amount ¹
Boiler	Natural Gas Only	ENERGY STAR certified 94% AFUE or greater and AHRI Rated with boiler reset control	\$750 instant discount at point-of-sale to licensed contractor at participating equipment distributor locations only
Furnace	Natural Gas Only	ENERGY STAR certified 95% AFUE or greater and AHRI Rated with ECM air handler motor	\$800 instant discount at point-of-sale to licensed contractor at participating equipment distributor locations only
Furnace	Oil and Propane	ENERGY STAR certified 85% (oil) and 95% (propane) AFUE or greater and AHRI Rated with Electronically Commutated Motor (ECM) air handler motor	\$250 instant discount at point-of-sale to licensed contractor at participating equipment distributor locations only
Ductless Heat Pump ²	Electric Only	ENERGY STAR certified Single Indoor Unit: 20 SEER, 12.5 EER, 10 HSPF and AHRI Rated	A \$300 instant discount at point-of-sale to licensed contractors at participating equipment distributor locations only. Up to 2 matched systems per home.
Ductless Heat Pump ²	Electric Only	ENERGY STAR certified Multi-Indoor Unit: 18 SEER, 12.5 EER, 9 HSPF and AHRI Rated	A \$500 instant discount at point-of-sale to licensed contractors at participating equipment distributor locations only. Up to 2 matched systems per home.
Geothermal	Electric	ENERGY STAR certified, see rebate form for more details	\$500 per ton up to 3 tons (mail-in rebate)
Central Heat Pump	Electric	16 SEER, 12.5 EER, 10 HSPF ENERGY STAR and AHRI certified	\$500 per system (mail-in rebate)
Central AC	Electric	16 SEER and 12.5 EER ENERGY STAR and AHRI certified	\$200 per system (mail-in rebate)
Boiler Circulator Pump	All Fuels	Approved models only: some Grundfos Alpha models, B&G, some Wilo models, etc. Please see the Qualified Products List (QPL) for a full listing of approved models	\$35 instant discount at point-of-sale to licensed contractor at participating equipment distributor locations only
Boiler Reset Control	Natural Gas Only	Eligible for existing natural gas boilers only. Qualified models include Tekmar, Beckett, Honeywell, etc.	\$200 for existing systems only AND customer must have Home Energy Solutions assessment first
Heat Pump Water Heater	Electric	ENERGY STAR certified with Uniform Energy Factor (UEF) of 3.0 or greater and < 55 gallons of storage capacity	\$750 instant discount at participating distributors
Condensing Storage	Natural Gas Only	ENERGY STAR certified with Thermal Efficiency (TE) of 0.95 or greater	\$300 instant discount at participating equipment distributors
Tankless On-Demand	Natural Gas Only	ENERGY STAR certified with 0.92 Uniform Energy Factor (UEF) or greater	\$300 instant discount at participating equipment distributors
Wi-Fi Smart Thermostat ³	Electric / Natural Gas	ENERGY STAR certified Wi-Fi enabled smart thermostat bundled with the purchase/rebate of a program qualified Boiler, Furnace, or Ductless Heat Pump.	\$100 instant discount at participating distributors. Up to two (2) rebates per eligible customer.



Continued on next slide:

¹ Incentives are subject to change at any time. Equipment installations in the town of Norwich are not eligible for any instant discount rebates. Heat Pump Water Heater, ECM Boiler Circulator Pump, and Ductless Heat Pump installations in the town of Groton, Bozrah and Wallingford are not eligible for instant discounts. Visit [EnergizeCT/NaturalGasHeating](#) for more information and a listing of participating equipment distributors.

² An ADDITIONAL \$700 mail-in rebate is available for existing electric resistance heat customers that have a Home Energy Solutions assessment prior to install. Call (877)-WISE-USE to schedule the assessment. Rebate form provided by HES Technician.

³ Rebate limited to \$100 per ENERGY STAR certified smart thermostat and cannot exceed the purchase price if less than \$100. Up to two (2) rebates per eligible customer.

Water Heating:

* Visit [EnergizeCT.com/hpwh](#) or [EnergizeCT.com/gaswaterheating](#) for more information and a listing of participating equipment distributors. Incentives subject to change at any time.

SCG and CNG Residential Gas Conversion Rebates:

Visit [www.soconngas.com](#) or [www.cngcorp.com](#) and click on "convert to gas" and then "residential incentives" for more information. Rebate form provided by Gas Conversion Sales Representative.

Residential Financing Options:

[www.capitalforchange.org/energy-efficiency-programs](#)

Residential Qualifying Products Listing (QPL):

All eligible residential equipment must be listed on the QPL in order to receive an instant discount. The most recent listing can be found online at <https://efi.secure.force.com/client/LandingCTMIDV1>. To request additional products be added to the listing, they must be ENERGY STAR certified on their website, and you must submit an AHRI certificate and a completed "Add On Submission" template document for each model to elizabeth.a.king@lmco.com for consideration.

Commercial Property Incentives and Financing:

Upstream instant discounts available at participating equipment distributors for ductless heat pumps and cooling systems, gas water heaters, and gas space heating equipment. For more information, contact to your distributor or for United Illuminating, Southern Connecticut Gas and Connecticut Gas customers, call Jessica Abrera at (203)-499-3114 or by email at jessica.abrera@uinet.com. Eversource customers may contact Michael Doty at (860) 665-6230 or by email at michael.doty@eversource.com.

Information regarding financing options for Commercial projects can be found online: [EnergizeCT.com/businesses/solutions/financing](#)

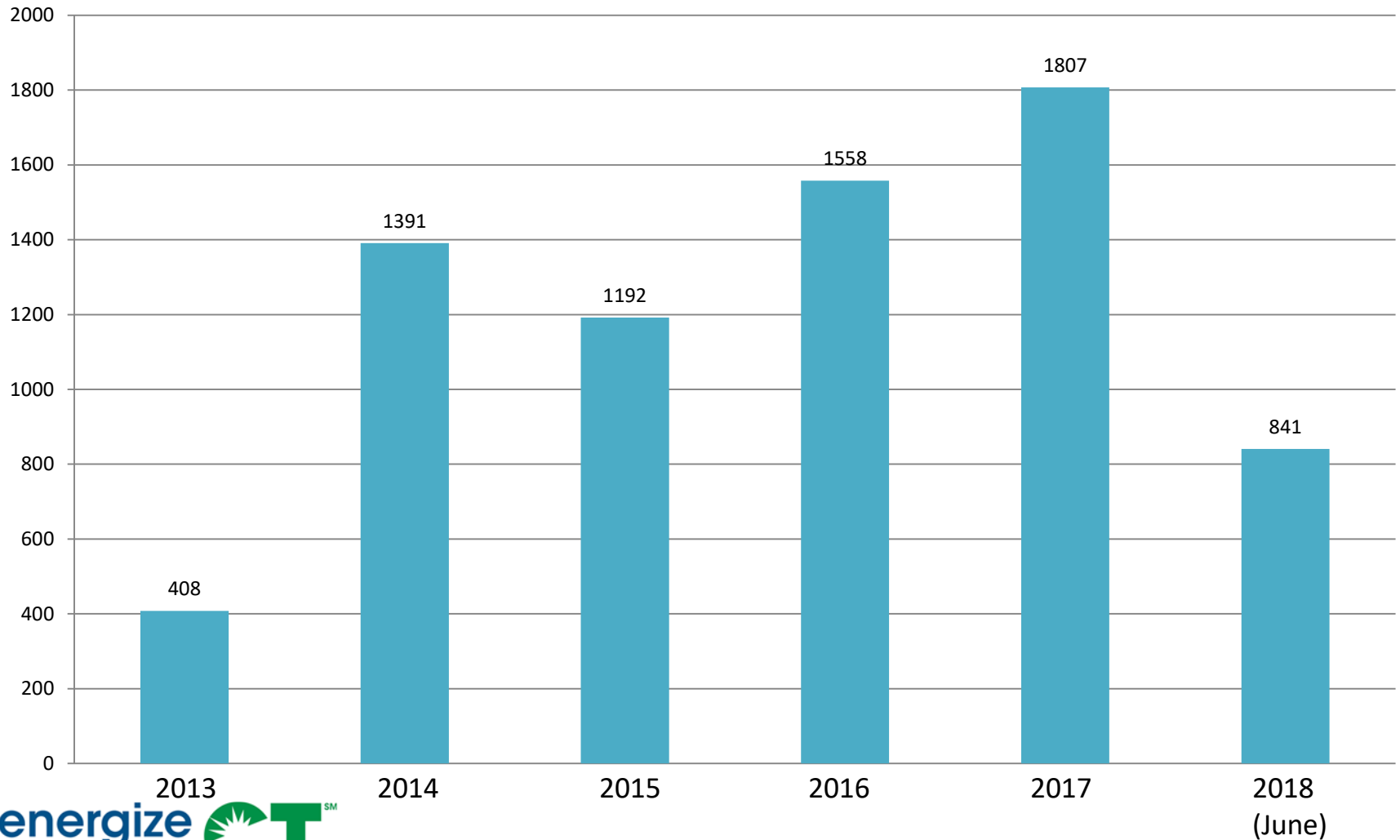
FOR GENERAL ENERGY EFFICIENCY AND CLEAN ENERGY QUESTIONS: Call (877)-WISE-USE (947-3873) or visit [EnergizeCT.com](#)

Heat Pump Water Heater Details

- Energy Star Certified with Uniform Energy Factor (UEF) of 3.0 or Greater.
- 55 Gallons or less of storage capacity
- ENERGY STAR[®] certification required
- \$750 rebate at a participating distributor locations
- \$400 instant discount plus an addition \$350 mail – in Rebate through retail stores



HPWH Program Activity Based on 2017 numbers



Promoting What We Know

Contractors/Installers having the right information and knowledge of Energy Efficient Equipment and the program.

As Installers/Contractors it is important to relay the message to consumers about using Energy Efficient Equipment. Not only are consumers saving money we are promoting economic development.


- Key Messages
- Marketing Campaigns
- Public Relations
- Opportunities for Collaboration

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

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



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“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



Manufacturers

Contractors

COLLABORATION

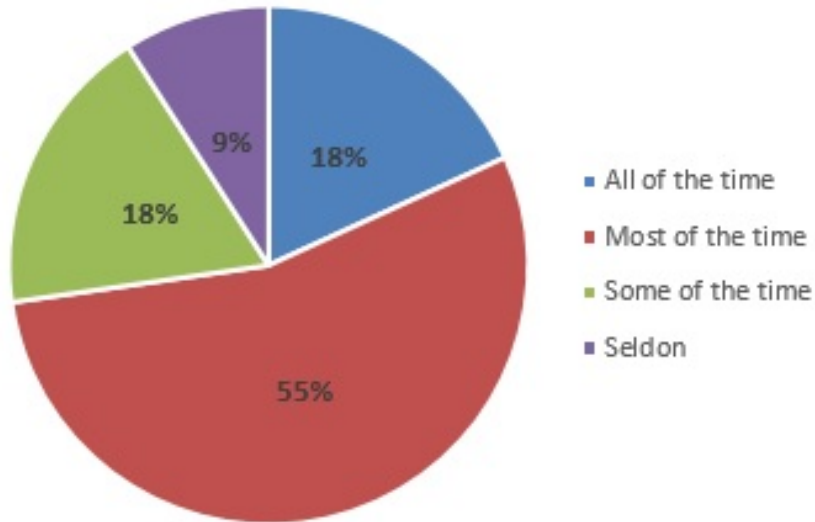
IT'S KIND OF A BIG DEAL

Distributors

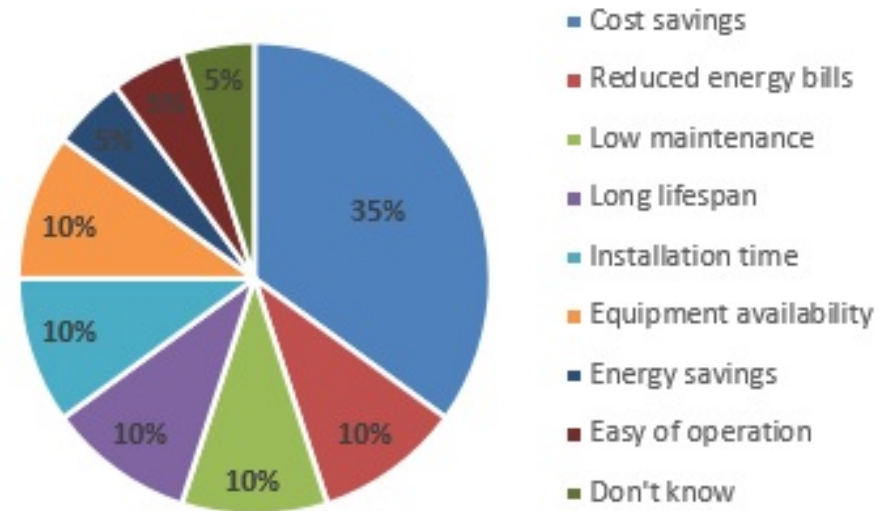
Utilities

What do Distributors Say?

How frequent do contractors proceed with your recommendation to install high efficiency equipment?

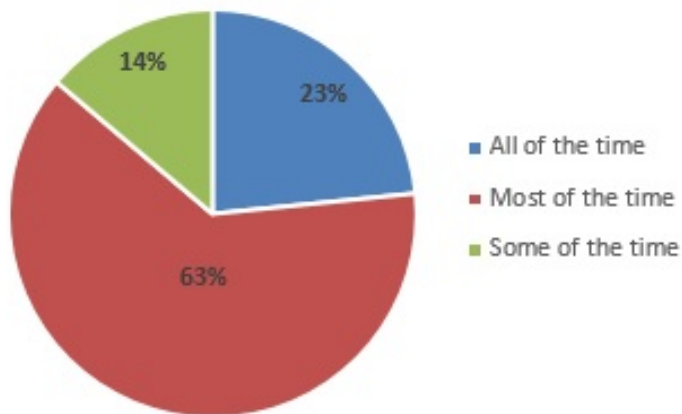


Most important factors your Contractors consider when looking to upgrade their customers equipment?

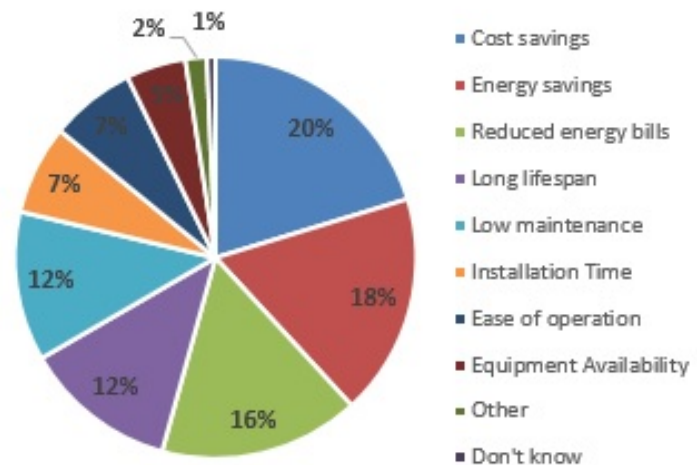


What do Contractors Say?

How frequently do your customers proceed with your recommendations to install high efficiency equipment?



What are the most important factors your customers consider when looking to upgrade their heating system?



Manufacturers, Distributors & Contractors

- As our main point of contacts for consumers you are responsible for providing the tools and resources to help in making sustainable and pro-active decisions when it comes to ENERGY EFFICIENT Programs
- As the Utility Company we hold annual program roll outs in order to update Manufactures, Distributors and Contractors on all changes and updates.
- For us as the Utility company it is important to have this open line of communication and interaction so the proper information can be relayed

Studies Show:

Based on a Customer Survey taken in 2017

- 36% heard about discounts from contractor
- 15% from Energize CT marketing efforts
- 61% reported that contractor recommended EE equipment
- 95% satisfaction with EE equipment

New Studies and Survey's will take place in 2019 to compare 2017 results

Field Implementation

- Regular visits to retail/distributors
- Point of Purchase (POP) placement
- Customer interaction
- Counter days



Contractor Training

- Target audiences:
 - Contractors
 - Business Owners



Visit the ENERGY STAR Training Center to learn more about Energy Efficiency Programs.

https://www.energystar.gov/partner_resources/energy_star_training_center

Planning an Event...

- This is a great way to engage Contractors and Business Owners while providing them with useful tools and resources.
- Things to consider when planning a successful Event:
 - Time of day
 - Duration
 - Incentive? (Food is always good)
 - Application/sales pitch
 - Practical training

Key Take-Away's

- Focus on increasing awareness by educating yourself and consumers on Energy Efficiency.
- Look for opportunities to collaborate
- Value your contractor base
- Leverage other energy efficiency or community programs

Questions?

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EnergizeCT.com/hpwh



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Thank you for your time and Interest!

Alyson Caiola

Program Administrator – HVAC/WH | Residential
Energy Efficiency