



Empowering you to make
smart energy choices

Energize CT Upstream Heat Pump Water Heater Program

Presented at the 2015 ENERGY STAR Partners Meeting
October 2015

Jennifer Parsons - UI, SCG, and CNG



UIL HOLDINGS COMPANIES

Energize Connecticut

- Energize Connecticut is an 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), and the local electric and gas utilities.
- Efficiency incentive programs funded through the CT Energy Efficiency Fund.
 - Created in 1998 with natural gas programs added in 2005

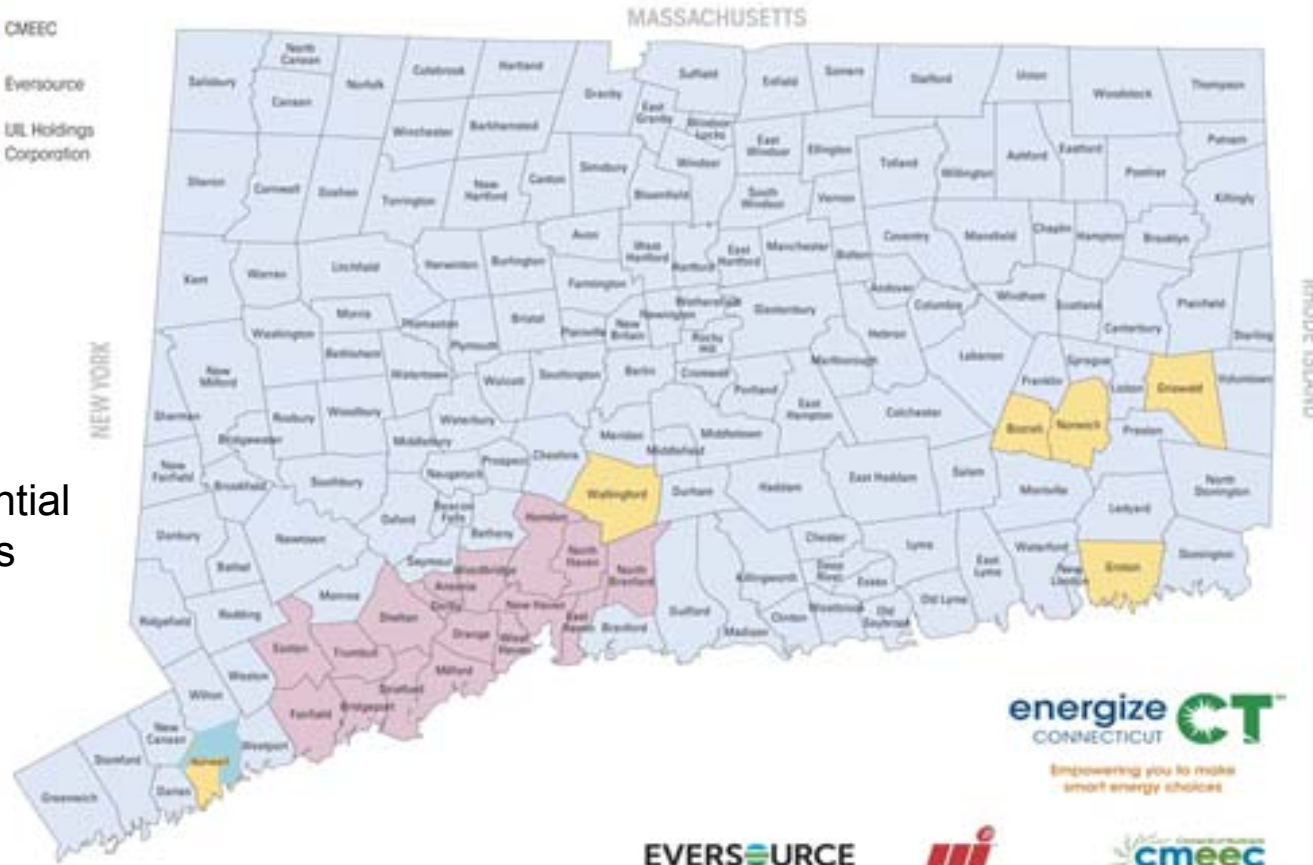


CT Service Territory: Electric

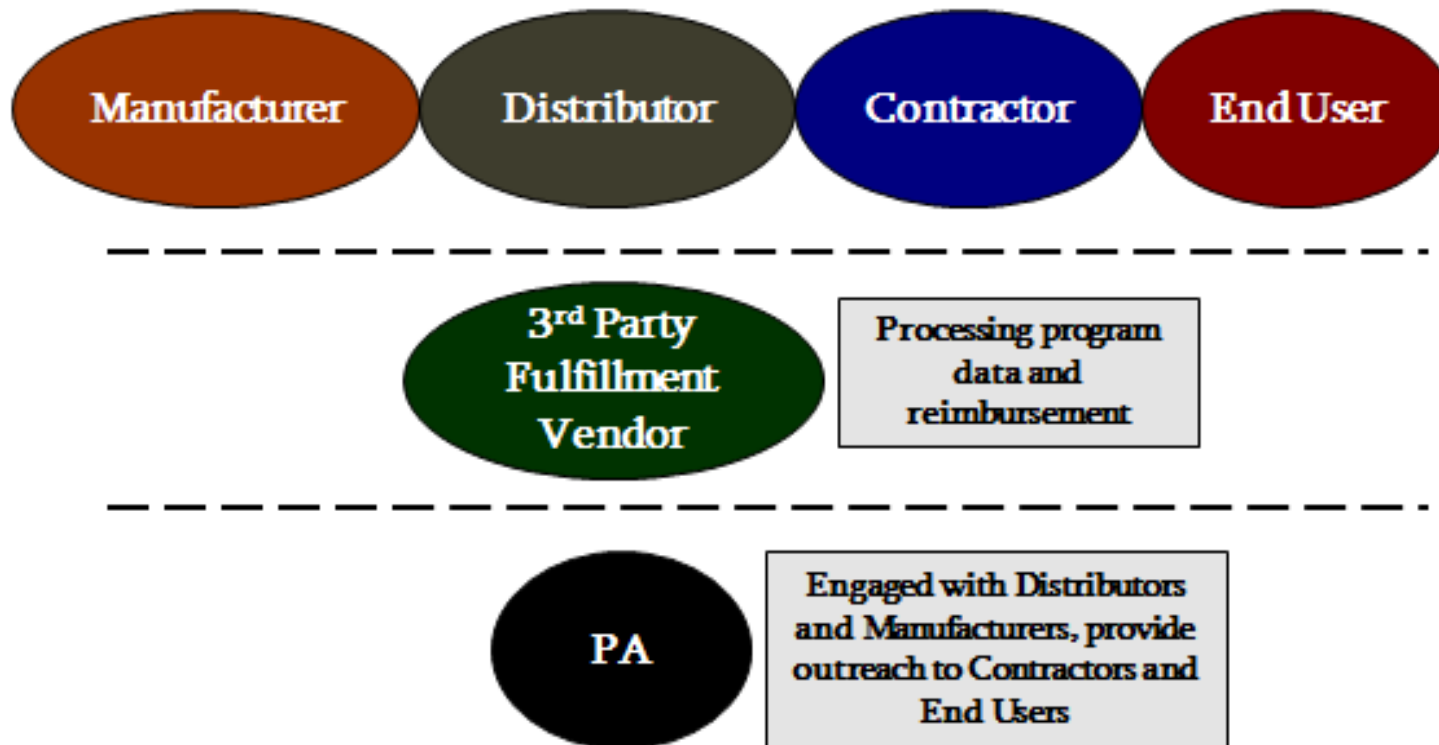
1,325,000 Residential Electric Customers

Electric Service Areas

- CMEEC
- Eversource
- UIL Holdings Corporation



What is Upstream?



Why Move Upstream?

- Rebate breakage
- Incomplete submissions
- Low distributor and contractor program understanding
- Increased high efficiency equipment stocking
- Desire for market transformation

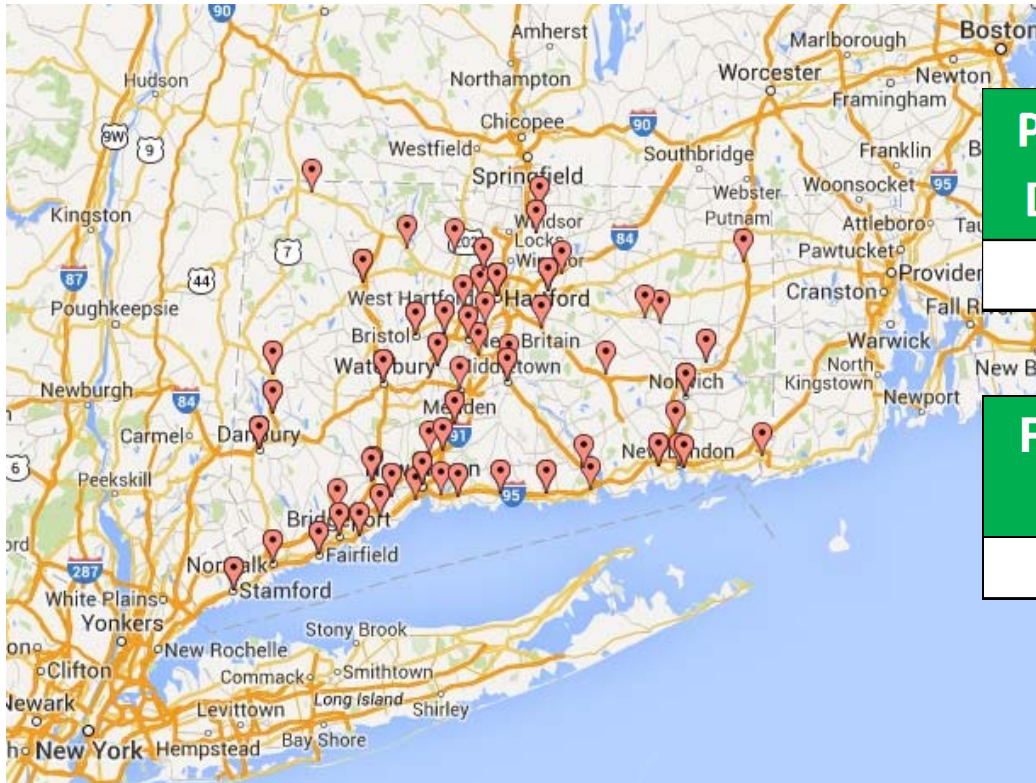
2014-2015 Residential Upstream Incentives

Eligible Equipment

- ENERGY STAR® Natural Gas Water Heaters:
 - Tankless 0.82-0.93 EF = \$300
 - Tankless 0.94 EF+ = \$500
 - Condensing 95% TE = \$300
 - Storage 0.67 EF+ = \$100
- ENERGY STAR® Heat Pump Water Heaters: \$400
- Specific heating and circulator pump equipment also included

Participating HPWH Locations

- Total 124 locations statewide



Participating Distributors	Participating Branch Locations
52	139
Participating Retailers	Participating Locations
14	66

Marketing

- Point of Purchase (POP) Signage, Radio, and Billboards



ENERGY STAR® Natural Gas Water Heater
BIG SAVINGS NATURALLY!

INSTANT DISCOUNT \$100-\$500
PRICE OF PARTICIPATING MODELS REFLECTS ENERGIZE CONNECTICUT INSTANT DISCOUNT*

*Must provide a valid residential CHWS, SCS, or Economic customer installation address.

ASK OUR SALES AND SERVICE TEAM FOR DETAILS.

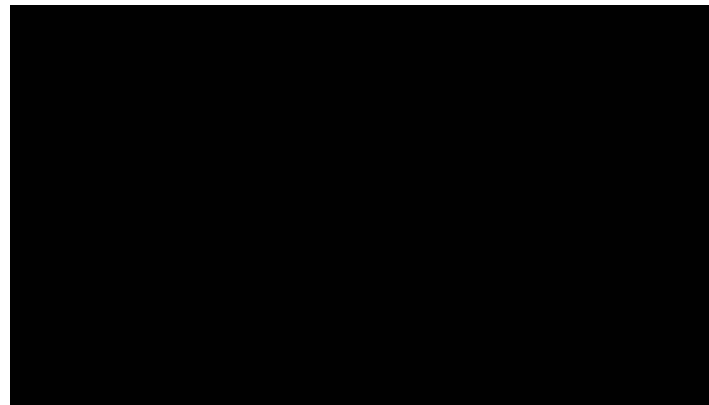
For more information call
1-877 WISE USE (877-947-3873)
Or visit
EnergizeCT.com

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CONNECTICUT
Empowering you to make smart energy choices.

EVERSOURCE ENERGY | **ui** | **CG** | **CS**

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Heat Pump Water Heaters use 50% LESS ENERGY
Than standard electric water heaters!

1-877-WISE USE **EnergizeCT.com**

energize CT CONNECTICUT Empowering you to make smart energy choices. | Connecticut Light & Power A National Grid Company | ui The United Illuminating Company



Targeted Direct Mailer: Partnership with GE

SAVE HUNDREDS WITH REBATES FROM PARTICIPATING RETAILERS AND ENERGIZE CONNECTICUT.



AVAILABLE AT
LOWE'S sears **HALLOCK'S**

Limited-time offer good until Dec. 1, 2015

GE® GeoSpring™	50-gal	80-gal
Regular Price:	\$1,199	\$1,899
Instant savings:	\$200	\$300
Energize CT instant discount:***	\$400	\$400
Final Price:	\$599	\$1,199

To learn more, visit GeoSpring.com or EnergizeCT.com/HeatPumpWaterHeater

PARTICIPATING UTILITIES



Energize Connecticut - programs funded by a charge on customer energy bills.

Don't flood your basement! If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR® certified water heater BEFORE it fails.



***Energize Connecticut instant discount is available to residential customers of Eversource and The United Illuminating Company.
 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.
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Email to Contractor Database

- 2,000 HVAC/plumber recipients



Heat Pump Water Heaters can save your customers THOUSANDS!

The latest **ENERGY STAR®** Heat Pump Water Heaters use [less than half the energy](#) of a conventional electric water heater. And that means a typical household can [save thousands](#) over the life of the unit.

And the savings don't end there! You can also offer your customers an [instant \\$400 discount](#) on select ENERGY STAR® Heat Pump Water Heaters. That's in addition to other manufacturer rebates which may be available.

Energy and money savings for homeowners. And happy customers for you. It's a win-win!

Go to EnergizeCT.com or call **1-877-WISE USE** to learn more.

Heat Pump Water Heaters. Good for your customers. Good for your business.

Want to attract new customers? ENERGY STAR® is the answer!

The latest **ENERGY STAR®** Heat Pump Water Heaters use [less than half the energy](#) of a conventional electric water heater, [saving thousands](#) over the life of the unit.

What's more, water heaters over 10 years old are increasingly prone to failure. With an [instant \\$400 discount](#) on select ENERGY STAR® Heat Pump Water Heaters – along with other manufacturer rebates which may be available – you can help your customers avoid a big problem today *and* save money for years to come!

Happy customers – what could be better? Go to EnergizeCT.com or call 1-877-WISE USE to learn more.

Web Banner Ads


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Heat Pump Water Heaters use **50% LESS ENERGY** Than Traditional Electric Water Heaters!

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Heat Pump Water Heaters Use...

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50% Less Energy Than Standard Electric Tanks!

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Replace Yours Before it fails!

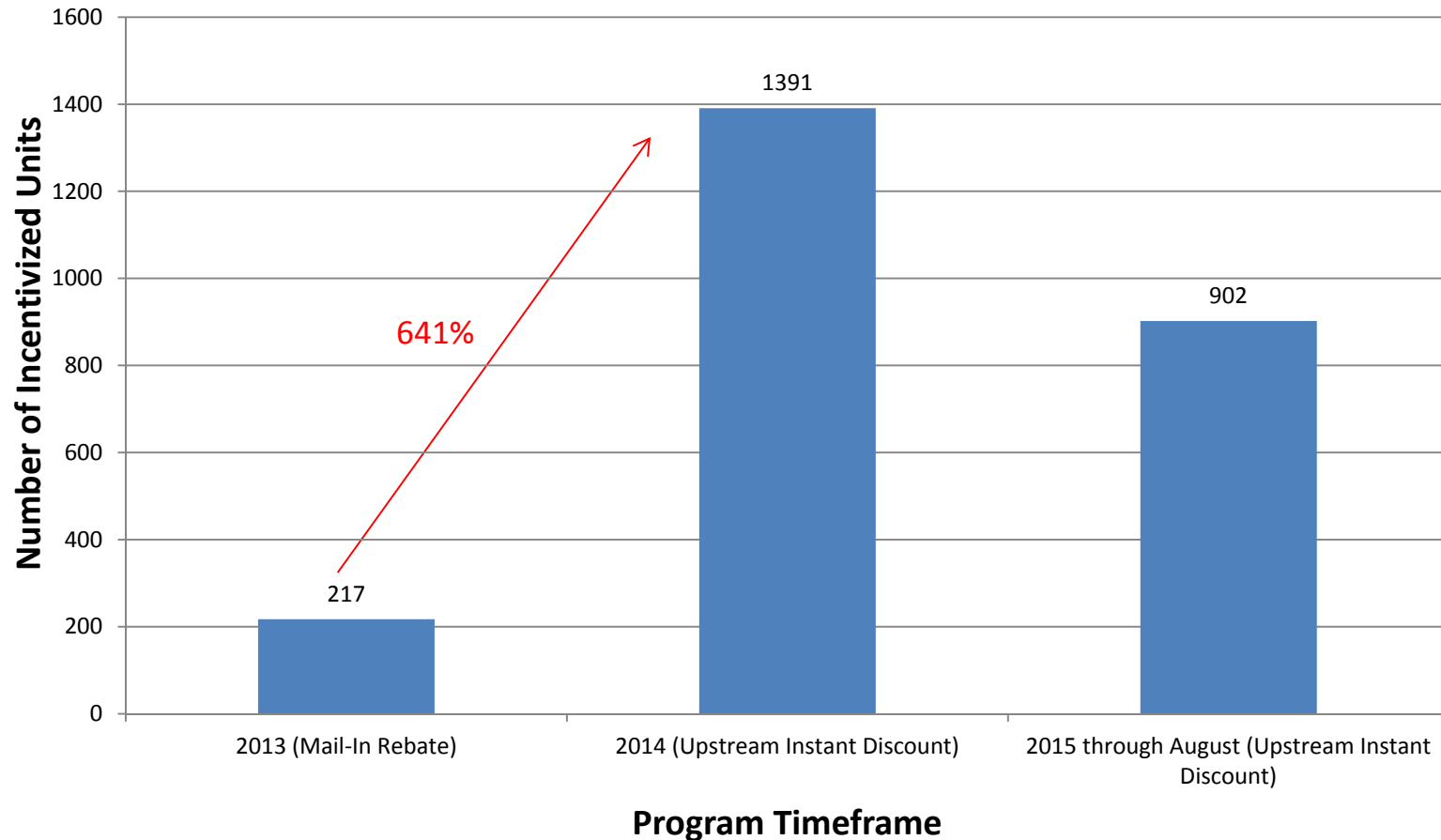
ENERGY STAR Find Out More!

Water Heating: on TV

<https://vimeo.com/channels/719455/93668883>



Heat Pump Water Heater Program Success



Questions?

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