



Empowering you to make  
smart energy choices

HPWHs  
Promotion & Collaboration  
2018 ENERGY STAR Partner Meeting

Lisa Boba- UI, SCG, and CNG

EVERSOURCE



UI



SCG



CNG

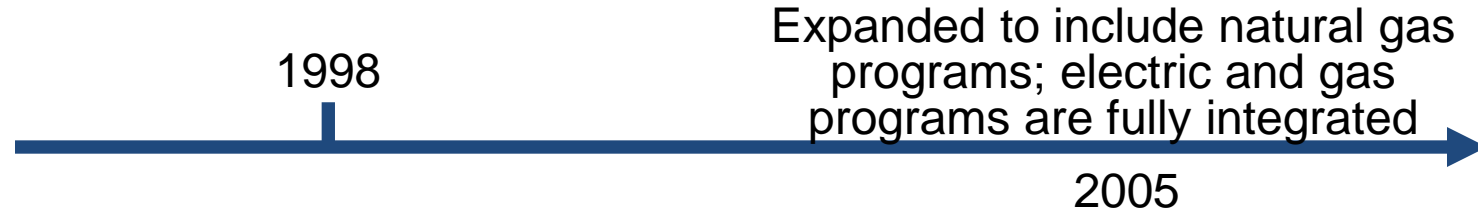
# Energize Connecticut

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- Energize Connecticut is the state's branding 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), the state and local electric and gas utilities.

# Energy Efficiency in Connecticut

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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

# Energize CT Incentive Programs

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- Residential New Construction
- Multifamily Initiative
- **Residential HVAC and Water Heating Incentive Program**
- Retail Products (Lighting and Appliances)
- Commercial & Industrial Programs

# CT Service Territory: Electric

## Electric Service Areas

-  CMEEC
-  Eversource
-  UIL Holdings Corporation



1,325,000 Residential  
Electric Customers



# Residential Incentives - 2018

Product	Midstream Incentive	Details
Natural Gas Water Heaters	\$300	Tankless 0.94 EF+
	\$300	Condensing 95% TE
Heat Pump Water Heaters	<b>\$500</b>	<b>or \$300 at retail with \$200 mail-in rebate to customer, (minimum EF 3.0, 2.7 UEF)</b>
Ductless Heat Pump	\$300-\$500	
Natural Gas Boiler	\$750	94%+ AFUE
Natural Gas Furnace	\$800	95%+ AFUE
Oil/Propane Furnace	\$250	85%+ AFUE for Oil 95%+ AFUE for Propane
Boiler Circulator Pump (Heating)	\$25	

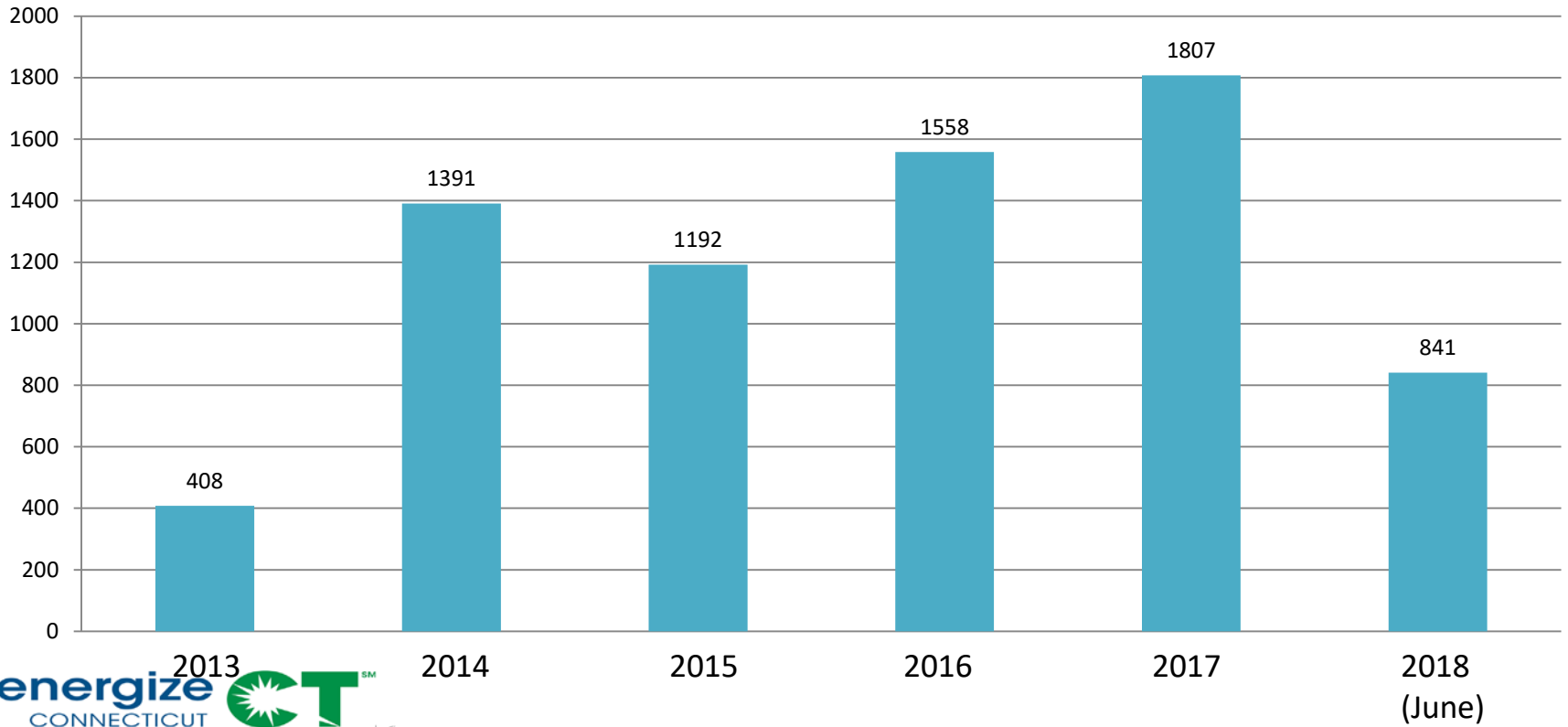
# Heat Pump Water Heater Details

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- Energy Factor  $\geq 3.0$
- Uniform Energy Factor  $\geq 2.7$
- ENERGY STAR<sup>®</sup> certification required
- \$500 rebate at distributor
- \$300 at retail (with additional \$200 mail in)
- Electric Savings Claimed (55 gallon):
  - 1070 AKWH
  - 13 year life
  - 0.021 peak KW (summer)
  - 0.015 peak KW (winter)



# HPWH Program Activity





# Promoting HPWHs

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

# Key Messaging

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- 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**

 **Heat Pump Water Heaters**  
Use **50% Less Energy** than standard electric water heaters!  
Replace your old unit before it fails!



   [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



Empowering you to make  
smart energy choices

**“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**

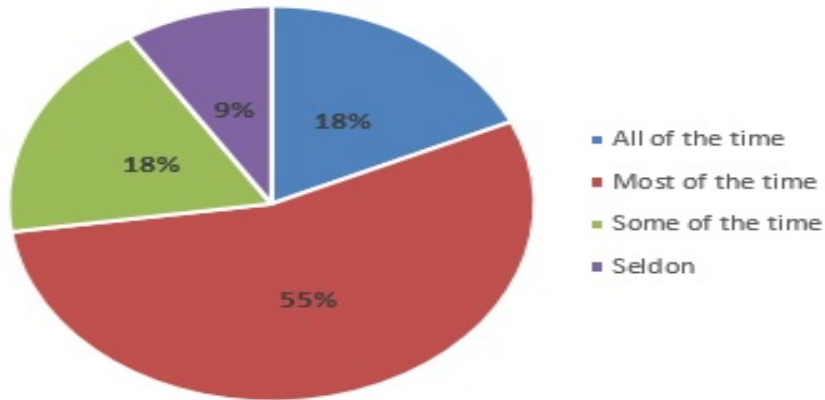
**IT'S KIND OF A BIG DEAL**

Distributors

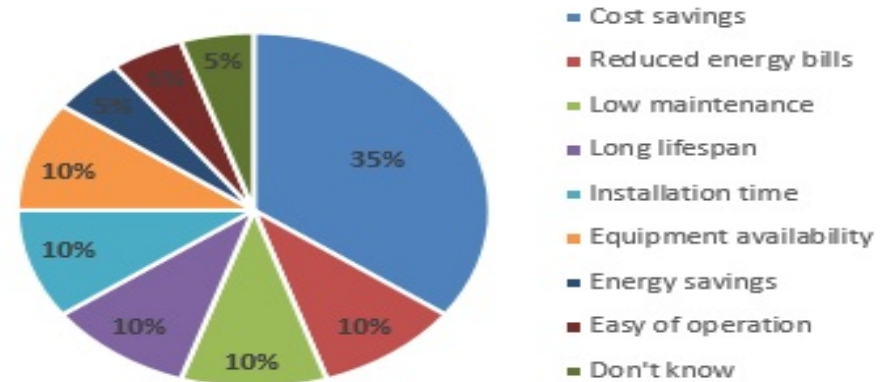
Utilities

# What do Distributors Say?

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

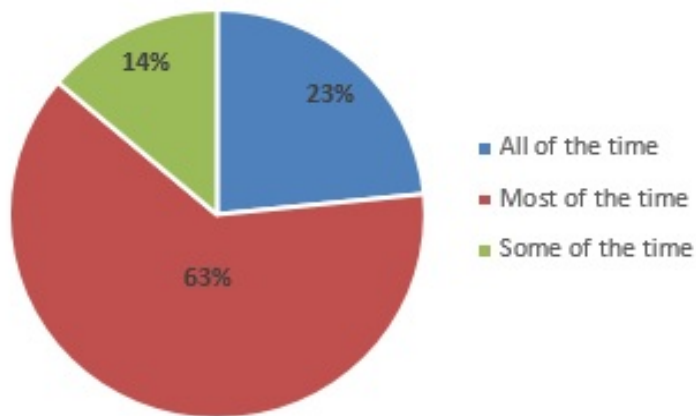


Most important factors your Contractors consider when looking to upgrade their customers equipment?

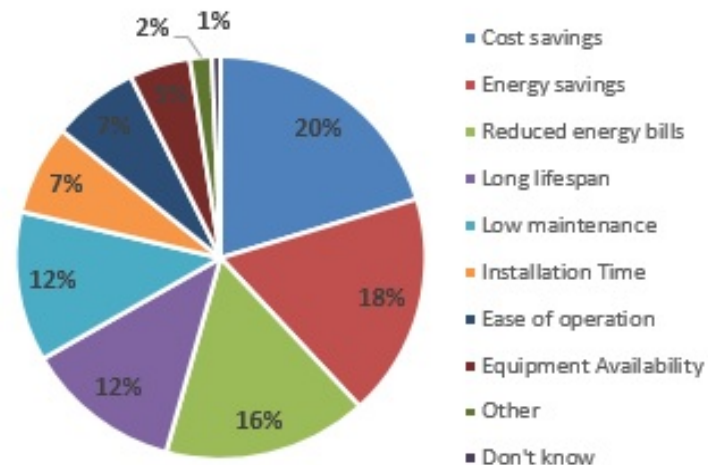


# What do Contractors Say?

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

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- Front line, direct contact with customers
- Annual program roll out and regular communications (minimum quarterly)
- Utility responsiveness is key!
- 2017 Customer Survey
  - 36% heard about discounts from contractor
  - 15% from Energize CT marketing efforts
  - 61% reported that contractor recommended EE equipment
  - 95% satisfaction with EE equipment



# Field Implementation

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



**SPECIAL PRICING  
ON SELECT  
ENERGY STAR®  
ELECTRIC HEAT PUMP  
WATER HEATERS**

**\$300  
INSTANT DISCOUNT  
PLUS \$200 MAIL-IN  
REBATE**

PRICE OF PARTICIPATING  
MODELS REFLECTS  
ENERGIZE CONNECTICUT  
INSTANT DISCOUNT

Qualified product must have an 3.0 Energy  
Factor or higher.

**ASK OUR SALES  
AND SERVICE TEAM  
FOR DETAILS.**

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



ASK ABOUT  
ENERGY STAR

SPECIAL PRICING BROUGHT TO YOU BY

**energize CT** **EVERSOURCE** **UI**

energize you to make smart energy choices

Energize Connecticut helps you save money and use clean energy. It is an initiative of the State of Connecticut, the Connecticut Green Bank, Eversource, UI, SCD and CMG, with funding from a charge on customer energy bills. Information on energy-saving programs can be found at EnergizeCT.com or by calling 877WISEUSE.

CG041 01/18

# Contractor Training

- Partnership with Rheem
- Eemax Facility
- Target audience:
  - Contractors
  - Business Owners



## FREE Energy-Efficient Water Heating Trainings

### June 6, 2018 | Energy-Efficient Residential Water Heating for Residential Contractors

Registration (limit 24): <http://www.cvent.com/d/vga11r>

10 am—12 noon Overview of new technologies for electric heat pump, tankless gas, and tankless electric water heaters. Where and how to apply, and how to upsell better grade products.

12 noon Lunch

12:30—2:30 pm Review of rebate and financing programs available. Live-fire demos on Heat Pump and Tankless water heaters. Best service and maintenance practices.

### June 7, 2018 | Energy-Efficient Water Heating for Business Owners

Registration (limit 24): <http://www.cvent.com/d/4gqg2t>

9 am—11 am Don't wait for your hot water system to fail! Learn about the newest and best options available for planning, upgrading, and replacing your existing domestic hot water systems.

Review of financing and rebate programs available.

11:00 am Lunch and tour of Innovation Learning Center

Location | The Rheem Innovation Learning Center at Eemax

400 Captain Neville Drive  
Waterbury, CT 06706



Training Instructors

Alan Cape

Rheem Water Heating  
National Sales Manager - Utilities

Mark Bruder

ED • OS Manufacturer's Reps, Inc.  
Heating Western Division Sales Manager



EVERSOURCE



# Eemax Facility- Waterbury, CT



Wet Lab



# Why Care About Heat Pump Water Heating?

Water Heating is The

**2<sup>nd</sup> Highest**

Energy User In The Home

HPWH are *THE MOST* efficient way to heat water...only

technology over 100% efficient

Save over **\$400** per Year with a

*Performance*<sup>®</sup> Series Hybrid

Electric Water Heater



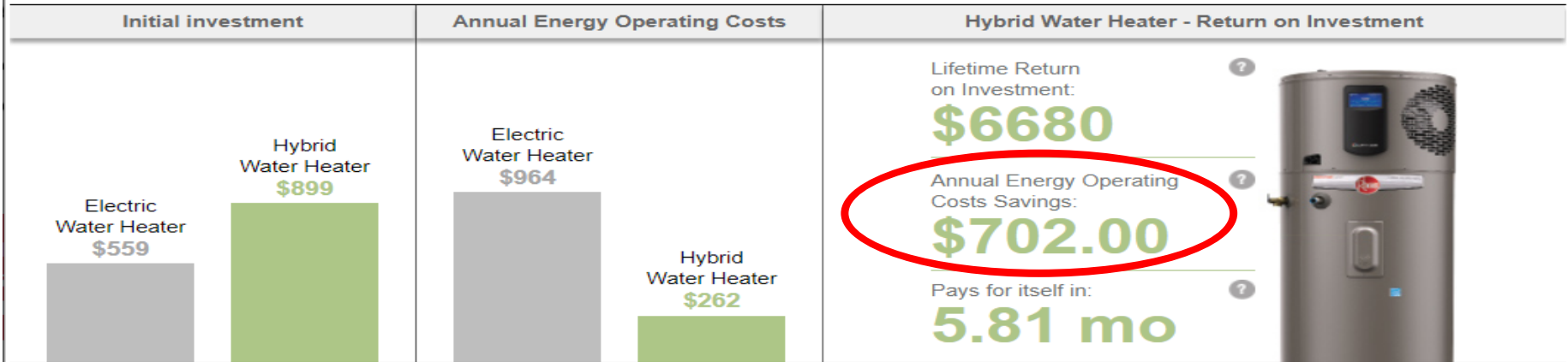
The new degree of comfort.™



# Energy Savings

## Annual Energy Operating Cost Savings

Total savings for a Rheem Hybrid Water Heater.



On average, a Rheem Hybrid Water heater pays for itself in under two years.

The new degree of comfort.™



# Hybrid Pricing Flyer

## RHEEM PERFORMANCE PLATINUM ELECTRIC HEAT PUMP WATER HEATER

SKU 1002851997 50 GAL

- 10yr WARRANTY -LEAK DETECTION
- NO DUCT KIT REQUIRED-WIFI-
- ENERGIZE CT INSTANT REBATE\*-
- ENERGIZE CT MAIL-IN- REBATE\*-

~~\$1199~~  
~~-\$300~~  
~~-\$200~~

\*FINAL COST AFTER REBATES

= **\$699**

*\*Rebates are valid for 2018. All incentives are subject to change.*

Visit [EnergizeCT.com/hpwh](http://EnergizeCT.com/hpwh) or call 877-WISE-USE for General Energy Efficiency and Clean Energy Questions

The new degree of comfort.™

# Planning Considerations

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- Time of day
- Duration
- Incentive? (Food is always good)
- Application/sales pitch
- Practical training

# Upcoming efforts

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- Lunch & Learn Series
- HPWH 101
- Manufacturer showcase
- “Beast in the Basement” contest paired with contractor training



# Key Take-aways

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- Focus on increasing awareness
- Look for opportunities to collaborate
- Value your contractor base
- Leverage other energy efficiency or community programs

# Questions?

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[EnergizeCT.com/hpwh](http://EnergizeCT.com/hpwh)