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ENERGY STAR® SUMMARY
OF RESIDENTIAL WATER HEATER
PROGRAMS
BY ENERGY EFFICIENCY PROGRAM SPONSORS (EEPS)

SEPTEMBER 2010

The U.S. Environmental Protection Agency is pleased to provide the first edition of the **ENERGY STAR® Summary of Residential Water Heater Programs**. The Summary provides an overview of the incentive programs offered by utilities and other energy efficiency program sponsors (EEPS) for ENERGY STAR qualified residential water heaters. The Summary describes program offerings in 2010-2011 and beyond.

Each ENERGY STAR residential water heater incentive program is summarized with a focus on rebates, marketing and consumer education efforts, program contacts, and other relevant details. Tax incentives, where they exist, are also captured. The definition of a rebate includes a sales incentive for new products as well as a payment to consumers to recycle old units.

The Summary of Residential Water Heater Programs is divided into the following sections:

1. **Water Heater Programs at a Glance** – A summary table of current rebates organized by state.
2. **Program Details** – In-depth descriptions of each partner’s incentive programs, including contact information for program managers.

If you have any questions or comments about the ENERGY STAR Summary of Residential Water Heater Programs, please contact Audrea Laffely at The Cadmus Group at Audrea.laffely@cadmusgroup.com or 617.673.7108.

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Programs at a Glance

This table is designed to provide an overview of products being promoted around the country and is organized by state. Please see the individual sponsors' entries in the next section for more details.

STATE	PARTNER NAME	TARGET POPULATION	Products	Incentive Amount (\$, %, etc.)	Incentive Type (rebate, mid-stream, etc.)	Marketing	Education and Outreach	Other
CA	Pacific Gas and Electric Company	Residential customers	Standard (Natural Gas)	\$30-50	Rebate	√		√
			Standard (Electric)	\$30	Rebate	√		√
CA	Southern California Gas Company	5.7 million Residential customers	Tankless	\$150-200	Rebate	√		√
CO	Xcel Energy	893,000 residential customers (gas & combo customers)	Standard	\$40-60	Rebate	√	√	√
			Tankless	\$80	Rebate	√	√	√
GA	Georgia Power	Residential customers	Standard - Marathon	up to \$525	Rebate	√	√	√
IA	MidAmerican Energy Company	54,361 Residential customers	Standard (Natural Gas)	\$50-75	Rebate	√		√
MD	Baltimore Gas and Electric	Residential customers	Electric Heat Pump	\$300	Rebate	√	√	√
MA	New England Gas	Residential customers	Tankless	\$700	Rebate	√	√	√
	Berkshire Gas							
	Columbia Gas of Massachusetts		Indirect	\$500	Rebate	√	√	√
	NSTAR Gas		Natural Gas Condensing	\$500	Rebate	√	√	√
	National Grid Gas		Standard (Natural Gas)	\$50	Rebate	√	√	√
NC	Carteret-Craven Electric Cooperative	Residential customers	<i>Not stated</i>	\$100	<i>Not stated</i>	√	√	√

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STATE	PARTNER NAME	TARGET POPULATION	Products	Incentive Amount (\$, %, etc.)	Incentive Type (rebate, mid-stream, etc.)	Marketing	Education and Outreach	Other
TX	Texas Gas Service	Residential customers	Tankless	\$300	Rebate			√
			Standard (Natural Gas)	\$40	Rebate		√	√
WA	Puget Sound Energy	Residential customers	Standard (Natural Gas)	\$150-200	Rebate	√		√
			Natural Gas Storage	\$50	Rebate	√		√
			Heat Pump	\$250	Rebate	√	√	√
WI	Dunn Energy Cooperative	8,820 members	80-99 gallon units	\$125	Rebate	√	√	√
			100 gallon units	\$2/gallon	Rebate	√	√	√
	Focus on Energy	2.9 million residential customers	Standard (Natural Gas)	\$50	Rebate	√		√
			Standard (Electric)	\$50	Rebate	√		√
			Tankless	\$100	Rebate	√		√
			Solar	25%	Rebate	√	√	√
			Indirect	\$200	Rebate	√		√

Program Details

EF = Energy Factor; WF = Water Factor; MEF = Modified Energy Factor

STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
CA	<p>Pacific Gas and Electric Company Sarah Bresko 415-973-0904 S3B3@pge.com</p> <p>Web site: http://www.pge.com/</p>	<p>Program Budget: <i>Not specified</i> Target Population: Residential customers Program Duration: Program valid from 1/1/2010 to 12/31/2012 Rebates: <u>Water Heaters:</u> \$30 back for purchasing an energy efficient natural gas water heater that has an energy factor of 0.62 to 0.64, \$50 back for purchasing an energy efficient natural gas water heater that has an energy factor of 0.65 and higher, \$30 back for purchasing an energy efficient electric water heater that has an energy factor of 0.93 and higher.</p> <p>Program Information: eRebate online page allows customers to sign up for all rebate programs offered by PG&E.</p>
CA	<p>Southern California Edison HEER Program Kristina Wong 626-633-3075 Kristina.Wong@sce.com</p> <p>Web site: www.sce.com</p>	<p>Target Population: Residential customers Program Duration: Program valid from 1/1/2010 to 12/31/2010 Rebates: <u>Water Heaters:</u> \$30 back for purchasing an energy efficient electric water heater that has an energy factor of .93 or higher.</p> <p>Program Information: The HEER program is offered on a first-come first-served basis and is effective until funding is expended or the program is discontinued by the California Public Utilities Commission. The program is funded by California utility customers and administered by Southern California Edison under auspices of the California Public Utilities Commission.</p>
CA	<p>Southern California Gas Company Harvey Bringas (562) 803-7423 hbringas@semprautilities.com</p> <p>Web site: http://www.socalgas.com</p>	<p>Program Budget: \$10.2 million Target Population: Residential customers: 5.7 million customers Program Duration: Program valid from 1/1/2010 to 12/31/2010 Rebates: <u>Water Heaters:</u> Tankless water heaters - \$200 rebate for models with an Energy Factor of 0.90 or higher - \$150 rebate for models that meet a minimum Energy Factor of 0.82.</p> <p>Program Information: Rebate offer is provided by participating tankless water heater manufacturers through licensed contractors. Application valid and redeemable only through participating manufacturers and only for applicable models and participating brands of natural gas tankless water heaters.</p>
CO	<p>Xcel Energy Bruce Peterson 303-294-2263 bruce.peterson@xcelenergy.com</p> <p>Web site: www.xcelenergy.com</p>	<p>Program Budget: \$110,766 Target Population: 893,000 residential customers (gas & combo customers) Program Duration: Qualifying equipment must be purchased and installed between January 1, 2010 and December 31, 2010. Customers must apply for this rebate by July 31, 2011. Rebates: <u>Water Heaters:</u> Standard Water Heater .62 EF \$40, Standard Water Heater .65 EF \$60, Standard Water Heater .67 EF \$80, Tankless Water Heater .82 EF \$100.</p> <p>Program Information: Water heater rebates are available independent of the HP program. Participant goal is 1,750 in 2010.</p>
GA	<p>Georgia Power Vicki D. Nichols 404-506-6778 vdnichol@southernco.com</p> <p>Grace Burek, APT 877-886-2540 grace@appliedpractive.com</p> <p>Web site: www.georgiapower.com</p>	<p>Program Budget: <i>Not stated</i> Target Population: <i>Not stated</i> Program Duration: January 1, 2010 and December 31, 2010 Rebates: <u>Water Heaters:</u> Georgia Power offers customers up to a \$525 rebate (depending on house type) to switch from an existing natural gas water heater to a Marathon water heater. 40-gallon minimum tank size.</p> <p>Program Information: Program cannot be used in conjunction with any other Georgia Power water heating conversion program. The Marathon water heating incentive is available for multiple conversions within the same dwelling on a per unit basis.</p>

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IA	<p>MidAmerican Energy Company Rick Leuthauser RALeuthauser@midamerican.com</p> <p>Web site: http://www.midamericanenergy.com/ee</p>	<p>Program Budget: <i>Not specified for 2010.</i> Target Population: 54,361 Residential customers Program Duration: 2009-2013 Rebates: Water Heaters: Natural Gas Water Heater, 0.62 to 0.79 energy factor - \$75 .80 energy factor or greater - \$300 - Electric Water Heater (conventional only, tankless not eligible) 0.93 energy factor or greater - \$50</p> <p>Program Information: Equipment must be installed in a home within Iowa and MidAmerican Energy Company must supply the natural gas or electricity fueling the water heater.</p>
MD	<p>Baltimore Gas and Electric Deborah Drake 410-470-1101 deborah.b.drake@constellation.com</p> <p>Catul Kiti, ICF International 443-718-4835 ckiti@icfi.com</p> <p>Web site: www.bgesmartenergy.com</p>	<p>Target Population: Residential Customers Program Duration: 2010 Rebates: Water Heaters: - \$300 mail-in rebate for the purchase of an ENERGY STAR® Qualified Electric Heat Pump Water Heater</p> <p>Other Activities: Water heater cycling - Bill credits of \$6.25 for four months (\$25) and matching bonus \$6.25 for four months (\$25) will be reflected in the November, December, January, and February bills totaling \$50 in the first year. Continue to receive (\$25) a year for each additional year. Eight months of bill credits with PeakRewards A/C & Water Heater Program -- up to \$125/year if one enrolls in both programs.</p>
MA	<p>New England Gas Berkshire Gas Columbia Gas of Massachusetts NSTAR Gas National Grid Gas</p> <p>Contact: Kara Gray 508-836-7341 kgray@nisource.com</p> <p>Web site: www.ColumbiaGasMA.com</p>	<p>Target Population: Residential Gas Customers Program Duration: 2010 Rebates: Water Heaters: - \$700 for a tankless on-demand water heater with an Energy Factor of .82+ and electronic ignition - \$500 for an indirect water heater attached to a natural gas forced hot water boiler - \$500 for a condensing gas water heater - \$50 for an ENERGY STAR® tank type gas hot water heater with an energy factor of .62 or greater</p>
NC	<p>Carteret-Craven Electric Cooperative Gary Zajac 252-727-2231 garyz@ccemc.com</p> <p>Lisa Galizia 252-727-2238 lisat@ccemc.com</p> <p>Web site: www.carteretcravenelectric.coop</p>	<p>Program Budget: \$3,500 Target Population: Residential co-op members Program Duration: 2010 (most incentives likely to continue in 2011) Rebates: Water Heaters: \$100 cash prize will be drawn for every 30 entries submitted, up to a total of 25 awards.</p> <p>Other Activities: Marketing/consumer education through monthly newsletter, on website, e-News, Facebook, in bill stuffers and at various public presentations. Forms and information are also available at company offices.</p>
TX	<p>Texas Gas Service Web site: www.texasgasservice.com</p>	<p>Program Duration: This program is operated on a first-come, first-served basis. The funding and/or guidelines for this program may be altered or discontinued at any time without notice.</p> <p>Rebates: Water Heaters: - High-Efficiency Gas Water Heater Program: Earn \$40 from the Conservation Program with the purchase of a new one. - Tankless or Super High-Efficiency Gas Water Heater Incentive Program: Earn \$300 from the Conservation Program with the purchase of a new one.</p>

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STATE	PARTNER INFORMATION	PROGRAM DESCRIPTIONS
WA	<p>Puget Sound Energy Brad Simcox 425-462-3463 Brad.simcox@pse.com</p> <p>Web site: http://energyefficientelectronics.org/</p>	<p>Program Budget: <i>Not stated</i> Program Duration: Equipment must be installed in 2010 Rebates: Water Heaters:</p> <ul style="list-style-type: none"> - Natural gas tankless water heater - \$150 for a unit with a .82 Energy Factor or higher. - \$200 for a unit with .90 Energy Factor or higher. - \$50 rebate for an ENERGY STAR® qualified storage water heater (with an EF of .65 or higher). - Heat pump water heater - \$250 rebate, must be installed outside the conditioned living space such as a garage, attic or crawl space.
WI	<p>Dunn Energy Cooperative Jesse Singerhouse 715-232-6240 housej@dunnenergy.com</p> <p>Jolene Neisius 715-232-6240 Jolene@dunnenergy.com</p> <p>Web site: www.dunnenergy.com</p>	<p>Program Budget: \$17,000(2010 estimate) Target Population: 8,820 members Program Duration: 2010 Rebates: Water Heaters: \$125 for 80-99 gallon units; \$2/gallon for 100 gallon units and over.</p> <p>Other Activities: Marketing/consumer education, retail outreach.</p>
WI	<p>Wisconsin Focus On Energy Mike Plunkett, WECC 608-249-9322, ext 175 mplunkett@weccusa.org</p> <p>Web site: www.focusonenergy.com</p>	<p>Program Budget: <i>Not specified for 2010</i> Target Population: 2.9 million residential customers Program Duration: Ongoing Rebates: Water Heaters:</p> <ul style="list-style-type: none"> - \$50 for units that are tank-type natural gas, ≥0.64 EF, power-vented. - \$50 for units that are tank-type electric, ≥.93 EF (limited to customers without natural gas service available). - \$100 for units that are tankless natural gas, ≥0.82 EF, power-vented. - \$150 for condensing natural gas units, ≥90% thermal efficiency, power-vented. - \$200 for indirect natural gas units, installed on 90+ AFUE modulating boiler. - Up to 25% of project cost for solar hot water heaters. Rebate not to exceed \$2,750. Efficiency First Bonus for customers who have completed other home improvements through Focus on Energy. <p>Water Heater Program Activities: Currently provide applications, POPs, and educational marketing pieces to participating retail stores around the state. Materials are delivered by program representatives, who also offer education to retail staff about Focus on Energy and the water heater program. Program staff works with corporate retail staff to determine the most effective collaboration efforts that will suit the needs of both parties.</p>