How to Bring the Heat: ENERGY STAR® Heat Pump Water Heaters

Rosemarie Stephens-Booker
Agenda

• Market Penetration
• Key Messaging
• Incentivizing Heat Pump Water Heaters
• Our Partners are Promoting
• Heat Pump Water Heater Campaign
• Marketing Tools
Market Overview -- **Market Share Has Increased!**

<table>
<thead>
<tr>
<th>ENERGY STAR Certified Water Heater Market Share</th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>ES Certified Heat Pump Water Heater (% of electric storage market)</td>
<td>1%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>ES Certified Gas Storage (% of market)</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
</tbody>
</table>
ENERGY STAR Certified Heat Pump Water Heaters Savings Messaging

- Use less than **half the energy** of a standard electric storage water heater.
- Can save a four-person household **$330 per year** in energy bills and **$3,500 over its lifetime**.
- Made by **all the major** manufacturers.
- The ENERGY STAR heat pump water heater is **one of the largest residential savings opportunity** available.
### A Range of Rebates for ENERGY STAR Heat Pump Water Heaters

<table>
<thead>
<tr>
<th>State, Number of Incentives</th>
<th>Heat Pump Water Heater Incentive Ranges</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA, 7</td>
<td>$100-$3,000</td>
</tr>
<tr>
<td>FL, 3</td>
<td>$300</td>
</tr>
<tr>
<td>IA, 12</td>
<td>$650</td>
</tr>
<tr>
<td>ID, 1</td>
<td>$550</td>
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<tr>
<td>IA, MN, ND, SD, 1</td>
<td>$100</td>
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<tr>
<td>IL, 4</td>
<td>$300-$400</td>
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<tr>
<td>IN, 19</td>
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<tr>
<td>KY, 1</td>
<td>$350</td>
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<tr>
<td>LA, 3</td>
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<tr>
<td>MD, 4</td>
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<td>ME, 1</td>
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<tr>
<td>MI, 1</td>
<td>$150</td>
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<tr>
<td>MN, 1</td>
<td>$500</td>
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<tr>
<td>MO, 2</td>
<td>$350-$500</td>
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<tr>
<td>MS, 4</td>
<td>$300</td>
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</table>

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<tr>
<th>State, Number of Incentives</th>
<th>Heat Pump Water Heater Incentive Ranges</th>
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</thead>
<tbody>
<tr>
<td>NC, 1</td>
<td>$350</td>
</tr>
<tr>
<td>NC, SC, 1</td>
<td>$350</td>
</tr>
<tr>
<td>ND, 1</td>
<td>$100</td>
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<tr>
<td>NJ, 3</td>
<td>$500</td>
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<tr>
<td>NY, 3</td>
<td>$400-$650</td>
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<tr>
<td>OH, 1</td>
<td>$250-$400</td>
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<tr>
<td>OK, 1</td>
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<td>OR, 2</td>
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<td>PA, 1</td>
<td>$350</td>
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<tr>
<td>SC, 4</td>
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<tr>
<td>SD, 7</td>
<td>$100</td>
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<tr>
<td>UT, 3</td>
<td>$400</td>
</tr>
<tr>
<td>WA, 1</td>
<td>$500</td>
</tr>
<tr>
<td>WY, 1</td>
<td>$200-$600</td>
</tr>
</tbody>
</table>
A Range of Rebates

- Highest Incentive in FL - Orlando Utilities Commission: $300
- Highest Incentive in CA - SMUD: $3,000
- Highest Incentive in UT – Rocky Mountain Power: $400
- Highest Incentive in WA - Puget Sound Energy: $500
- Highest Incentive in IL - MidAmerican Energy: $300
- Highest Incentive in MI - Lansing Board of Power and Light: $150
- Highest Incentive in MD - Baltimore Gas and Electric: $500
- Highest Incentive in MO - Ameren Missouri: $350
- Highest Incentive in NC - Duke: $350
- Highest Incentive in Maine - Efficiency Maine: $750

- No information provided
- $299 and under
- $300 - $399
- $400 - $499
- $500 - $599
- $600 and over
Partners Excel at Promoting the Benefits of the Heat Pump Water Heater
Annual Water Heater Campaign

ENERGY STAR® Certified Gas Water Heaters Deliver:
- **Savings**
- **Performance**
- **Reliability**

Water heaters are the second highest source of energy usage in the home. ENERGY STAR certified gas water heaters are an easy choice for energy savings, performance, and reliability. These energy savings add up to big savings for the environment by helping prevent climate change. Plus, you can save even more with rebates. Warm up to savings with ENERGY STAR, right now!

**Choose Your Savings with ENERGY STAR Certified Gas Water Heaters**
- **Gas storage and tankless water heaters** that have earned the ENERGY STAR are independently certified to save energy, save you money, and protect the environment.
- Certified storage water heaters can save families of four more than $1,500 over the product’s lifetime when switched from standard gas storage models.
- Tankless water heaters save families of four more than $1,500 over the product’s lifetime when switched from standard gas storage models.
- Look for generous incentives that can greatly reduce the incremental costs of ENERGY STAR certified models.

**Features of ENERGY STAR Certified Gas Water Heaters**
To improve efficiency, ENERGY STAR certified gas water heaters use the latest technologies:
- Certified storage water heaters use better insulation, heat traps, and more efficient combustion systems.
- Tankless water heaters use heat exchangers to extract more heat from the combustion process.

**Take Advantage of Incentives**
- Many utilities offer rebates for purchasing ENERGY STAR certified gas water heaters. Check with your local utility for more details or go to www.energystar.gov/gaswaterheaters.
- Manufacturers and retailers also offer discounts on certified water heaters throughout the year, increasing your savings opportunities.

To learn more and find rebates in your area, visit energystar.gov/gaswaterheaters.

**Did You Know?**
If all residential gas storage water heaters sold in the U.S. were ENERGY STAR certified, the energy cost savings would grow to $1.2 billion annually, preventing nearly 10 billion lbs of greenhouse gas emissions—equal to the emissions from 914,000 vehicles, every year!

**Don’t Flood Your Basement!**
If your water heater is over 10 years old, be proactive and replace it with an ENERGY STAR certified gas water heater before it fails.
Contractor or homeowner goes through a four question checklist to see if an ENERGY STAR certified HPWH is the right choice.

1. Electric water heater before?
2. Appropriate ambient air space and temperature?
3. Appropriate height?
4. Drainage?

Heat pump water heaters use advanced technology to do the job with significantly less energy. In most homes they can be installed right where your current water heater sits. Take a moment to go through 4 simple installation considerations to figure out if a heat pump water heater is right for your home.

Why Choose an ENERGY STAR certified heat pump water heater?

- Save more than 50% on water heating energy costs – up to $3,500 lifetime savings for a family of four.
- Take advantage of utility rebates that may be available in your area.
- Products with the ENERGY STAR label are independently certified to deliver energy savings and help protect the environment.
Rebate Finder and Installer Finder Tools
Annual Water Heater Campaign By The Numbers (2018)

4.2 MM Impressions

350,425 Video Views

22,9K Clicks
2019 Outreach Plan: ENERGY STAR® PRODUCTS

FEBRUARY | MARCH
- NATIONAL PROMOTION
  - POOL PUMPS

APRIL | MAY | JUNE | JULY
- NATIONAL PROMOTION
  - FLIP YOUR FRIDGE
- NATIONAL PROMOTION
  - LAUNDRY
- NATIONAL PROMOTION
  - LIGHTING
- NATIONAL PROMOTION
  - ROOM A/C
- NATIONAL PROMOTION
  - SMART THERMOSTATS
- EARTH DAY

MATERIALS AVAILABLE:
- MARCH
  - Water Heaters
- APRIL
  - Lighting
  - Smart Thermostat
  - HVAC

SEPTEMBER | OCTOBER | NOVEMBER
- NATIONAL PROMOTION
  - WATER HEATERS
- NATIONAL PROMOTION
  - SMART THERMOSTATS
- NATIONAL PROMOTION
  - HVAC

MATERIALS AVAILABLE:
- SEPTEMBER
  - Pool Pumps
- OCTOBER
  - Flip Your Fridge
  - Lighting
  - Smart Thermostats
- NOVEMBER
  - Room AC

COME JOIN OUR PROMOTIONS THIS FALL!
ENERGY STAR Welcomes:

➢ Brian Booher, Senior Manager

➢ Francois Lebrasseur, Business Development Manager

➢ Sharon Guarino, Manager