

# CEE's Campaign for ENERGY STAR Water Heaters

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# Who is CEE?

## – Consortium for Energy Efficiency

- 501(c)3; \$2.7 M budget; located in Boston; staff of 22 – 3 exclusively devoted to support our gas members
- Serve the US and Canadian electric and gas efficiency program industry; 32 gas programs are members
- CEE Forum for program administrators and their stakeholders—advocates, Energy Star and industry
- Exclusively develop and support efficiency programs on behalf of members where a collective approach is desired or required

# CEE's Simple Mission

CEE helps

efficiency programs be more effective through  
enhanced communications and increased  
harmonization

to advance energy efficiency for the benefit of  
the public.

# Energy Efficiency Programs Today

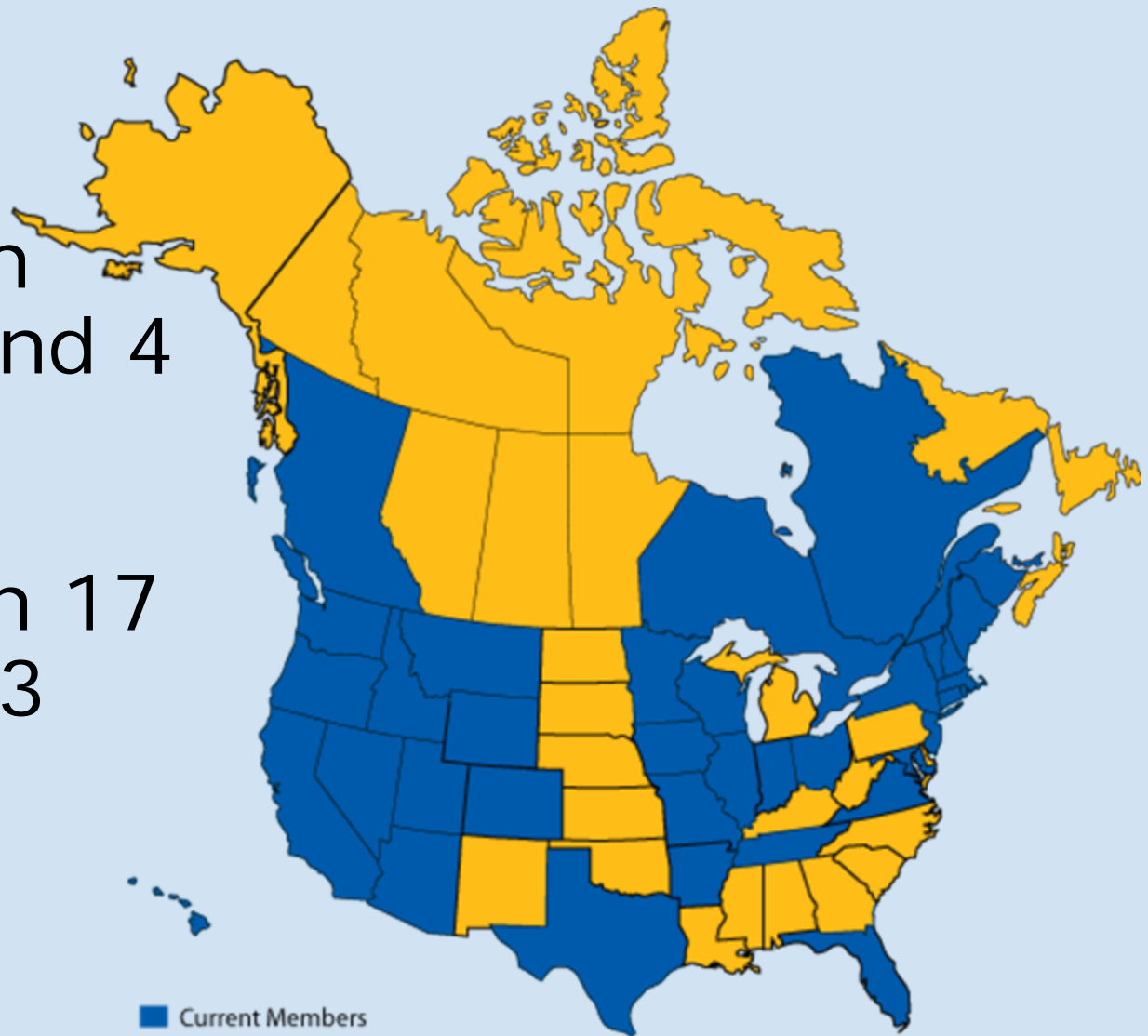
- CEE members invested over \$3 billion in 2007 to bring energy efficiency to the public including \$459 million for gas efficiency
- CEE member's programs reached over 50% of the U.S. population and more than 67% of Canadians in 2007
- CEE U.S. member program budgets represented more than 90% of total ratepayer support in 2007
- CEE is where the combined gas and electric *efficiency program industry* from across the U.S. and Canada works together.

# Gas DSM Program Industry at CEE

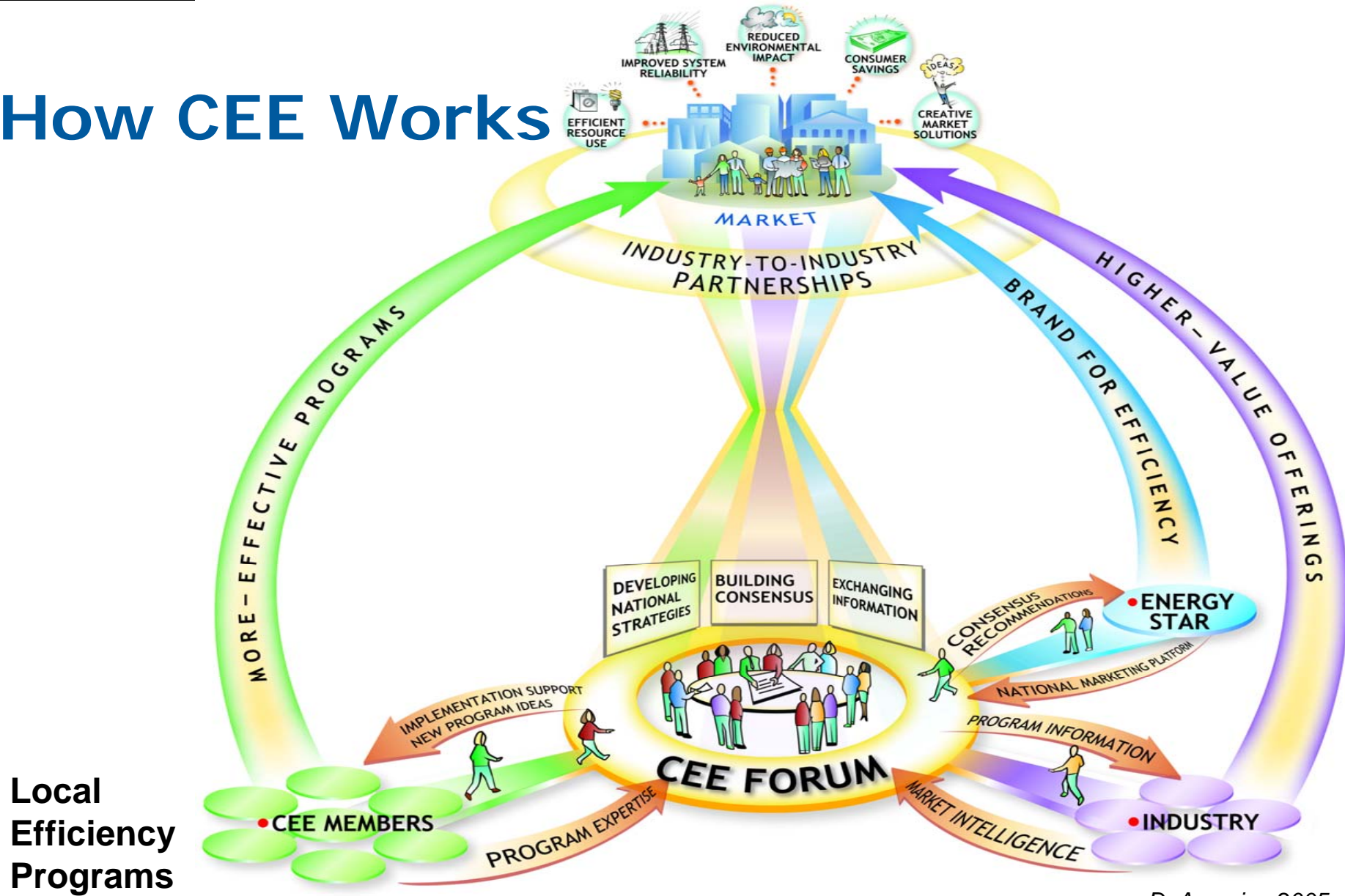
- Southern California Gas
- Pacific Gas & Electric
- San Diego Gas & Electric
- Oregon Energy Trust
- NW Natural
- Puget Sound Energy
- Cascade Gas
- Avista
- Questar Gas
- MidAmerican
- Alliant
- Xcel Energy
- WI Focus on Energy
- Vectren
- Aquila
- CenterPoint Minnegasco
- Enbridge Gas
- Union Gas
- Natural Resources Canada
- Terasen
- Gaz Metropolitan
- NJ Clean Energy Program
- South Jersey Gas
- Public Service Electric & Gas
- Baltimore Gas & Electric
- National Grid (now w/KeySpan)
- NYSERDA
- NSTAR Gas
- Bay State Gas
- Northern Gas
- Berkshire Gas
- Vermont Gas
- New England Gas and Unitil
- Northeast Utilities

# Today

Member  
Programs in  
31 states and 4  
provinces  
with gas  
programs in 17  
states and 3  
provinces



# How CEE Works



D. Arsenian 2005

# CEE Initiatives Accelerate Market Acceptance

- Consensus On What Constitutes High Efficiency
- Harmonizing Program Criteria
- Sharing Best Program Practices
- Partnering With Manufacturers to Address:
  - Consumer Awareness
  - Distribution Channel
  - Specifiers and Installers
- Promoting Program Opportunities To Manufacturers
- Publicizing Qualifying Products



# CEE's Initiative Seeks to Support New, Highly Efficient Gas Water Heaters

|        | Storage <75,000 Btu/h |
|--------|-----------------------|
| Tier 0 | $\geq 0.62$ EF        |
| Tier 1 | $\geq 0.67$ EF        |
| Tier 2 | $\geq 0.80$ EF        |

|        | Tankless<br>>50,000 and <200,000 Btu/h  |
|--------|---|
| Tier 1 | $> 0.82$ EF<br>(w/ electronic ignition) |

- Common Efficiency Specifications for Rebate & Incentive Programs
- Each participating program runs independently and sets its own rebates

ENERGY STAR is a Valuable Tool in This Effort.

# There's a Need to Promote ENERGY STAR Water Heaters

- **Consumers**
  - Ask for ENERGY STAR & Understand the Benefits of Efficiency
- **Installers**
  - Get ENERGY STAR Water Heaters on the Truck
- **Wholesalers**
  - Stock & Promote ENERGY STAR
- **Retailers**
  - Stock & Promote ENERGY STAR

# CEE's Campaign for ENERGY STAR Water Heaters

- Provide Credible Endorsements from Utility and State Energy Efficiency Programs
- Leverages ENERGY STAR's Recognition
- Brings Energy Efficiency Programs and Water Heater Manufacturers Together to Share Insights
- Provides One, National Organization With Which Retailers and Wholesalers can Partner to Promote Rebate Programs Across the U.S. and Canada

# A Strong Group of Sponsors Supports the Campaign

- Bay State Gas Company
- Cascade Natural Gas
- MidAmerican Energy Company
- National Grid
- NSTAR Electric & Gas
- Pacific Gas and Electric Company
- Puget Sound Energy
- Southern California Gas Company
- Terasen Gas Inc
- Union Gas
- Xcel Energy
- A.O. Smith Corporation
- AHRI
- Rheem Manufacturing Company
- Rinnai Water Heating

# Working Together We Can Have Greater Impact

- Goal will be achieved through common messages from a variety of stakeholders objectives of
  - promoting the benefits of efficiency to consumers and installers,
  - influencing wholesalers and retailers to stock efficient water heaters, and
  - generally establishing a consistent market presence for high-efficiency water heating.
- Each stakeholder will use its existing relationships to reach consumers, installers, retailers and wholesalers with consistent & credible information on energy efficiency

# Thank You

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