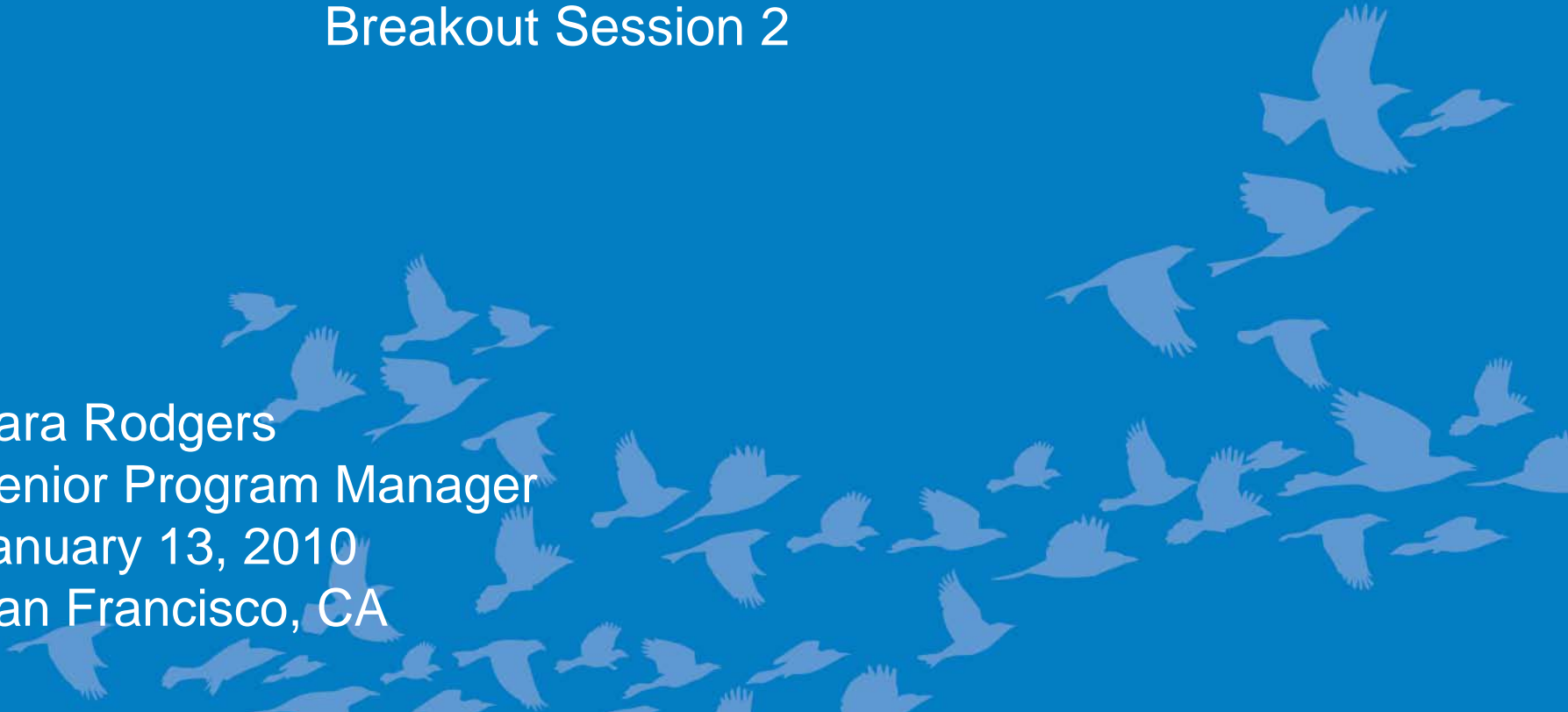




# Connecting with the Water Heater Distribution Channel

Breakout Session 2

Kara Rodgers  
Senior Program Manager  
January 13, 2010  
San Francisco, CA



# Meeting Ground Rules

- ▶ \*6 to Mute Phone (Do Not Put Call on Hold)
- ▶ 100% Participation
- ▶ Parking lot for off topic issues
- ▶ All ideas are valid and valued
- ▶ Confidentiality
- ▶ Meeting closure will outline next steps

This meeting will follow **CEE Guidelines for Program Meetings**

# Today's Breakout

- ▶ Introductions
- ▶ Status of Water Heater Work at CEE
- ▶ Program Presentations
  - Oksana Harris, PG&E
- ▶ Discussion
- ▶ Wrap-Up and Next Steps

# Market Challenges

- ▶ Majority of consumers replace only in an emergency
  - Often can't afford more upfront for this unplanned expense
  - If they can afford it, plumbers can't get high efficiency water heaters quickly enough
- ▶ Few options available in higher efficiency models, but huge technical promise

# Resources

- ▶ CEE High Efficiency Residential Gas Water Heating Initiative
  - Common Efficiency Specifications
- ▶ ENERGY STAR®
  - Brand with powerful recognition
- ▶ Coalition for ENERGY STAR Water Heaters
  - Marketing “blocking & tackling” to promote to consumers and installers
- ▶ High Efficiency Residential Water Heater Installer Outreach Program Guide (pending Board Approval)
  - Helps Efficiency programs run training programs for installers



# Coalition for Energy Star Water Heaters



- ▶ Sponsored by CEE members, manufacturers and AHRI (Air-Conditioning, Heating and Refrigeration Institute)
- ▶ Promote consumer awareness and distributor stocking of energy efficient water heaters
- ▶ Materials developed by sponsors and available to all CEE Members
- ▶ [www.eswaterheaters.org](http://www.eswaterheaters.org)



# The Gaps

Manufacturers



Wholesale  
Distributors

Retailers



Plumbing  
Contractors

*High Efficiency Residential Water Heater  
Installer Outreach Program Guide*

Consumers



# Presentation: Oksana Harris, PG&E



# Discussion Questions

- ▶ What program designs have been successful?
- ▶ What conditions were necessary for the success of those programs?
- ▶ Can these program designs be applied elsewhere?
- ▶ What support programs need that they can't get working individually?
- ▶ What should we do together?

# Contact

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