



Gas Committee Residential Water Heater Program Guide

2009 CEE June Program Meeting Breakout
Session

Joanne O'Donnell
June 3, 2009
Boston, MA



Meeting Guidelines

- ▶ 100% Participation
- ▶ Parking Lot
- ▶ All ideas are valid and valued
- ▶ Meeting closure will outline next steps

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

Session Objectives

- ▶ Discuss the development of a Program Guide to support member efforts to reach out to installers
- ▶ Brainstorm key message points for and content of the Program Guide
- ▶ Prioritize collateral development and areas where industry feedback is most needed

How We Got Here

- ▶ Members, DOE, and manufacturers agreed that it would be advantageous to provide installers with technical guidance to insure proper installation of ENERGY STAR units
 - Initial discussions focused on technical guidance
 - Now also developing marketing guidance and collateral to support installers' ability to upsell efficiency as well

Intention of Program Guide

- ▶ Support EE programs in their outreach to installer community by providing:
 - Marketing and technical guidance
 - Best practices for installer training programs
 - Collateral pieces for installers

Importance of Installers

- ▶ Key influencers in consumer purchasing decisions
- ▶ Their participation is needed to best support high efficiency products
- ▶ Must know how to install and sell efficiency
 - Consumers will be satisfied with the efficient technologies in which they have invested

Program Guide Content

- ▶ Suggestions for marketing high efficiency
 - Installer Messaging
 - Consumer Messaging
- ▶ Training program best practices
- ▶ General technical installation guidance for high efficiency

Message Points for Programs to Communicate to Installers

- ▶ Sell ENERGY STAR
- ▶ Promote individual and societal benefits of efficiency
- ▶ Cost effective in the long-run
- ▶ Higher value profit opportunity for installers
- ▶ Ask distributors and retailers for ENERGY STAR
- ▶ Know about and promote rebates
- ▶ Encourage installations in retrofit and new construction
- ▶ Stock ENERGY STAR “on the truck”
- ▶ Be able to safely install an efficient water heater
- ▶ Know when to replace a water heater

EE Program Guidance Questions

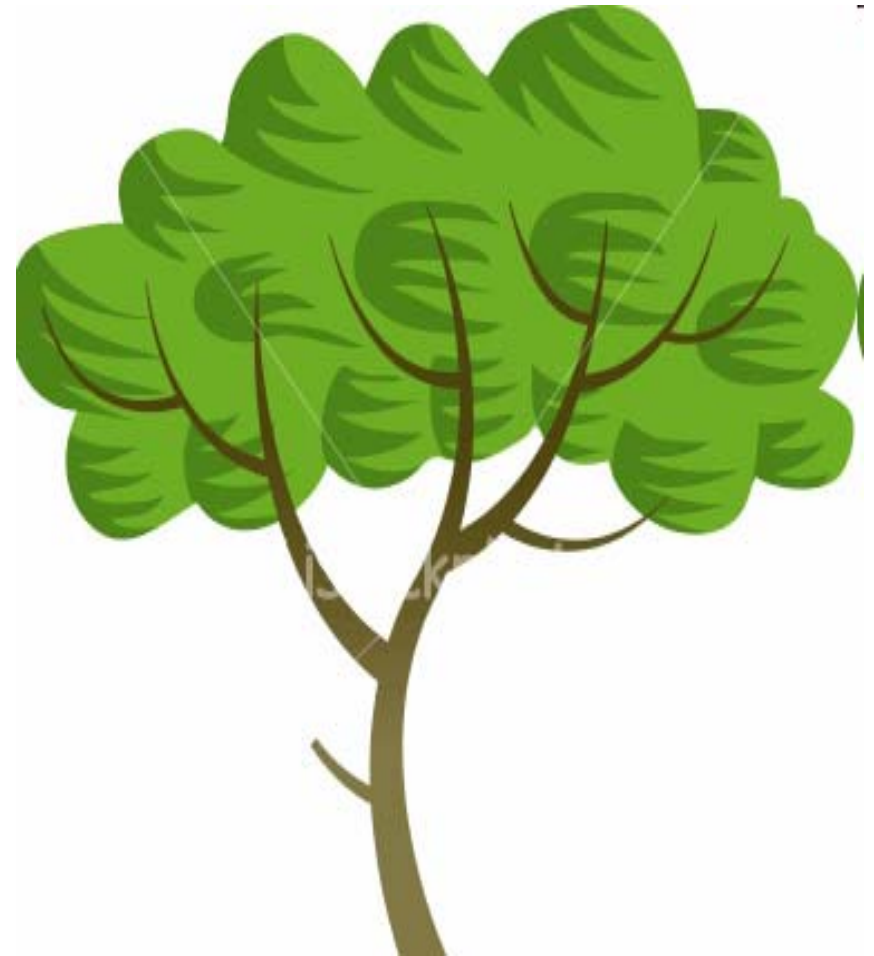
- ▶ What outreach materials could help programs convey these messages to installers?
- ▶ How to prioritize the development of outreach materials?
- ▶ How can programs reach out to installers when using these materials?

Points for Installers to Convey to Consumers

- ▶ Consumers in need of an emergency replacement:
 - Ask for ENERGY STAR
 - Understand the benefits of efficiency
 - Know about rebates available to them
- ▶ Consumers undergoing a proactive replacement:
 - Know when to replace an aging water heater
 - Know about the advanced/higher tier technologies that are available
 - Ask for ENERGY STAR
 - Understand the benefits of efficiency
 - Know about rebates available to them
- ▶ Consumers with strong environmental values:
 - Ask for ENERGY STAR
 - Know about the advanced/higher tier technologies that are available
 - Know about rebates available to them

Installer Guidance: Technology Choice by Application

- ▶ Installers should understand and be able to convey which type of water heater is best suited for a given application
- ▶ To assist them, it may be useful to create a decision tree to help guide their recommendations



Installer Guidance: Selecting a Water Heater

Housing Type	Occupant #	Occupant Type	Piping Length	PV or DV?	Gas Line Size	New or Retrofit	Choice
Single Family Home	4	2 adults; 2 teens	Far from point of use	Yes	1/2 Inch	Retrofit	?

Sales Guidance Questions

- ▶ Are there other message points to include?
- ▶ What categories are most important to include in the decision matrix?
 - May become a decision tree once this is more fully developed.
- ▶ What materials will best help programs convey this information to installers?
 - Which of these are needed immediately?
 - Which can be developed over a longer time horizon?

Training Program Best Practices

- ▶ Partner with industry experts for technical training
- ▶ Partner with manufacturers, trade ally groups
- ▶ 1 annual training session
- ▶ Charge for the training to create value
- ▶ Tailor trainings to needs of installers
- ▶ Use mfx and the distributor product displays
- ▶ Get accreditation and offer mandatory courses
- ▶ Non brand-specific
- ▶ Sponsor trade events
- ▶ Advertise rebates through installers
- ▶ Direct mailings
- ▶ Encourage all plumbing organization staff to attend

Training Program Questions

- ▶ What other best practices and lessons learned should be included? Is there anything missing?
- ▶ Are there other case studies that members would like to have included in this guide?
- ▶ Can members claim savings for installer trainings?
- ▶ Are there tactics that work best in particular regions?
- ▶ Have other members successfully partnered with trade allies?
- ▶ What other guidance related to installer training would be useful to your programs?

Program Guide General Questions

- ▶ Should Program Guide cover any additional topics?
- ▶ Which topic areas are most relevant to your programs?
- ▶ Which topics do we most need mfx feedback on?
- ▶ Would it be possible to include training efforts as part of the claimed savings for your programs?

Next Steps

- ▶ Initial manufacturer review and buy-in of Program Guide early in Q3
- ▶ In-person discussion with manufacturers at the CEE Industry Partners Meeting
 - New Orleans, September 30th - October 1st

Contact

Joanne O'Donnell
Program Associate
617-337-9271
jodonnell@cee1.org