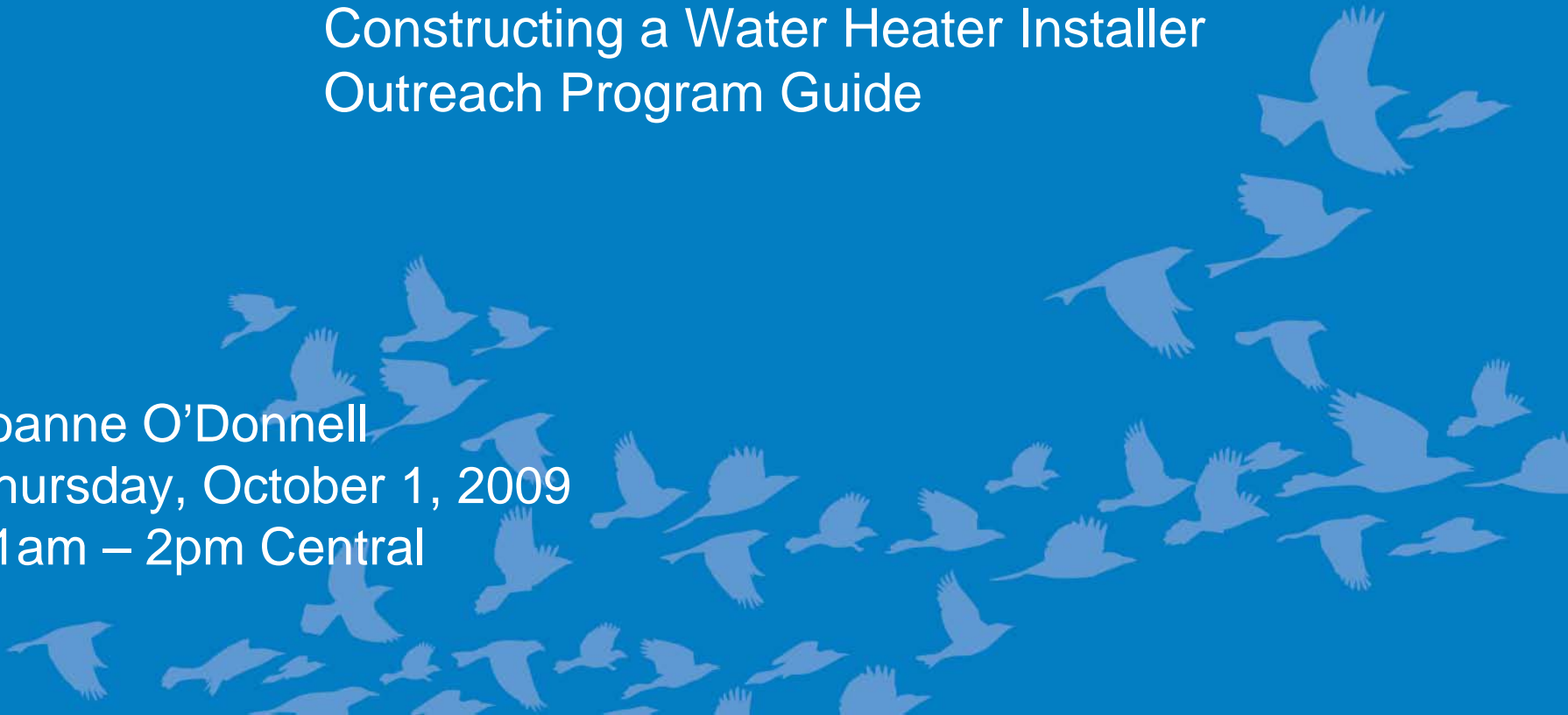




CEE Gas Committee

Constructing a Water Heater Installer Outreach Program Guide

Joanne O'Donnell
Thursday, October 1, 2009
11am – 2pm Central



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**

Agenda

- ▶ Overview of Program Guide
- ▶ Speaker Presentations
- ▶ Lunch Buffet
- ▶ Brainstorming session: Effective messaging and collateral pieces for the installer community

Session Objectives

- ▶ Presentations by efficiency programs about their supply chain outreach efforts
- ▶ Discuss importance of installer education to EE programs, manufacturers, trades, and ENERGY STAR
- ▶ Provide feedback on the effectiveness of the *Water Heater Installer Outreach Program Guide*
- ▶ Brainstorm potential outreach materials and means of conveying them to the installer community

Questions to Keep in Mind

- ▶ What is the best way to engage installers and enlist their aid in promoting energy efficiency?
 - What role can efficiency programs play?
 - What role can manufacturers and trade allies play?
- ▶ How can efficiency programs and industry work together to reach our common goals?

What is the CEE Installer Outreach Program Guide?

- ▶ Provides sales and installation guidance for installers
- ▶ Offers case studies for efficiency programs to take into consideration when reaching out to installers
- ▶ Targets installers because they are key influencers in the water heater purchase process

Who Should Use This Guide

- ▶ Guide is designed for the needs of efficiency programs, but most of the sales and technical guidance is appropriate for all to use
- ▶ Are there needs within the manufacturing and trade communities to develop something similar?

How to Use the Guide

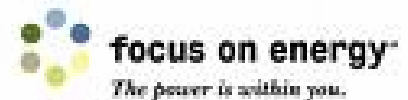
- ▶ Use this guide to compliment your outreach efforts to installers regarding high efficiency water heater sales and installations
- ▶ Use the sales messages, case studies, and installation guidance to bolster your communications and trainings

Efficiency Program Presentations

▶ Xcel Energy, Ann Kirkpatrick



▶ Wisconsin Focus on Energy,
Doug Detlaff



▶ Vectren Energy Delivery, Jay Boser



Lunch Break Discussion Questions

- ▶ How could efficiency programs work with manufacturers and other industry members to promote high efficiency to installers?
- ▶ What are some of the major barriers that you face when talking to installers about high efficiency?
- ▶ What has worked for you when reaching out to installers about ENERGY STAR?

Program Guide Content

1. Message points to use when communicating to installers
2. Sales guidance for installers to use when communicating with homeowners
3. Technical installation guidance for installers
4. Case studies: GasNetworks and Xcel Energy

What to Ask an Installer to Know About High Efficiency

- ▶ High efficiency is cost effective in the long run
- ▶ High efficiency is a higher value profit opportunity for installers
- ▶ Know how to safely install an efficient water heater
- ▶ Know when to replace a water heater
- ▶ Know about installer and consumer rebates
- ▶ Be aware of the costs and benefits of venting issues
- ▶ High efficiency units align with many homeowners' environmental values
- ▶ Know how to explain the difference between ENERGY STAR® and non-ENERGY STAR models

What to Ask an Installer to Do Differently

- ▶ Promote and sell ENERGY STAR
- ▶ Promote individual and societal benefits of efficiency to homeowners
- ▶ Ask distributors and retailers for ENERGY STAR
- ▶ Know about and promote rebates in your service area
- ▶ Encourage installations in retrofit as well as new construction
- ▶ Stock ENERGY STAR water heaters “on the truck”
- ▶ Don't lead with upfront cost

Message Points to Use with Installers



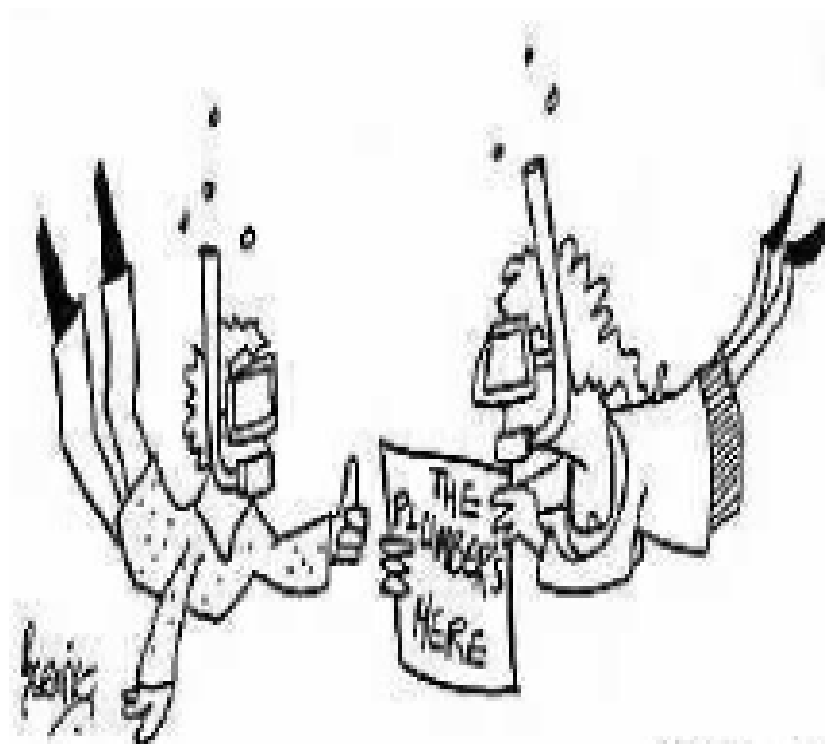
- ▶ What are effective ways to talk to an installer about promoting and selling high efficiency?
- ▶ What type of collateral have you used to talk to installers? What has worked?

Primary Consumer Messages

- ▶ Buy ENERGY STAR water heaters
- ▶ ENERGY STAR water heaters are a worthwhile investment
- ▶ There may be rebates or tax incentives available to you for purchasing a high efficiency water heater
- ▶ High efficiency water heaters have improved energy savings and long term monetary savings
- ▶ Saving energy is more environmentally friendly
- ▶ High efficiency water heaters often have the newest, technologically advanced features
- ▶ High efficiency water heaters, such as tankless units, may create space savings because of their more compact size

Sales Guidance for Installers

- ▶ What should installers say to customers about ENERGY STAR?
- ▶ What type of collateral might be useful to develop to help installers talk with customers?
- ▶ What is the best way to get this sales messaging out to installers?



Helping a Consumer Choose a Well Suited Water Heater - Handout

- ▶ Does this chart make the right recommendations?
- ▶ Are there additional points that could help an installer think through a water heater installation?
- ▶ Should we keep this at a high level, or should we be more exhaustive?

Technical Guidance for High Efficiency Water Heaters

- ▶ What information is most useful to convey to installers about high efficiency installations?
- ▶ Is the Program Guide providing the right type of technical guidance?
- ▶ What type of collateral already exists? How might we get that collateral out to them?



Working Together: Industry and Efficiency Programs

- ▶ Already working together on:
 - Program Summaries; Qualified Product Lists
 - Coalition for ENERGY STAR Water Heaters
 - Distributor Survey of ENERGY STAR Awareness
- ▶ What other opportunities exist for partnership?
 - Calendar of member events?
 - Sharing regional contacts to create better communication?
 - How to work together on trainings or disseminating educational materials?

Next Steps

- ▶ Revise Installer Program Guide based off today's feedback
- ▶ Formal comments from industry due by Monday, October 19th
- ▶ Begin work on potential collateral pieces to help support installer education and training efforts

Contact

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