

Focus on Energy

High Efficiency Water Heating

CEE Industry Partners Meeting

10/01/09

Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program
 - Legislature created in 1999 and expanded in 2005
 - Helps implement projects that would not occur otherwise
- Eligibility based on customer's electric or natural gas utility
- About 90% of customers in Wisconsin are eligible for program

Water Heater Program History

- Prior to July 2007
 - Rewards only available through Home Performance with ENERGY STAR and limited to homes that failed draft test
- July 2007 expanded rewards to all installations
 - EF increased to 0.64 to raise the bar and balance cost effectiveness of program
 - Continued power vent requirement and added other technologies including indirect units
 - Program began working with market channel to promote the program
- Over 1300 rewards processed July 2007 - June 2008
- Over 2800 rewards processed July 2008 - June 2009

Natural Gas Equipment Criteria

- **EF of 0.64 to 0.79**
 - Reward: \$50
 - Savings: 18 therms, -0.005 kW, -50 kWh

- **EF of 0.80 or greater**
 - Reward: \$100
 - Savings: 49 therms, -0.005 kW, -50 kWh
 - Most tankless fall into this category

Natural Gas Equipment Rewards

- **Condensing Thermal Efficiency 90% or greater**
 - Reward: \$150
 - Savings: 85 therms

- **Indirect**
 - Must install 90% AFUE, modulating, hot water boiler with outdoor air reset control
 - Reward: \$200
 - Savings: 85 therms

Other Rewards

- **Electric Water Heater, .93+ EF**
 - Reward: \$50
 - Savings: 260 kWh
- **Flue Closure**
 - Reward: \$75
 - Savings: 60 therms
- **Fuel Conversion from electric to gas, LP, or oil**
 - Reward: \$250 reward
 - Savings: -143 therms, 0.25 kW, 3280 kWh

Market Channels

- **Manufacturers**
 - Wealth of knowledge to help tailor the program
 - Help get information out to contractor/wholesaler/retailer levels
- **HVAC/Plumbing Contractors**
 - 2/3 of new water heater sales
 - Emergency install opportunities
 - Experience with venting/installation issues
- **Retailers**
 - 1/3 of water heater sales
 - More price conscience
 - Opportunity for homeowner education through point of purchase materials and salespersons message

Contact Information

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