

Updates for 2009: Water Heater Program Developments

October 16, 2008
10:30 AM – 12:30 PM Central



Working Together, Advancing Efficiency

Agenda

- Introductions
- Updates on CEE Campaign for ENERGY STAR Water Heaters
- DOE's ENERGY STAR program
- 2008 Program Summary, and Plans for 2009
- Enhancing the Program Summary
- Wrap-Up & Next Steps

Ground Rules

- 100% Participation – Please stay off of email
- Punctuality – We will begin & end on time
- Off topic issues & questions will be recorded in a parking lot for future discussion
- We acknowledge when consensus is reached and move on
- All ideas are valid and valued
- Meeting closure outlines next steps and actions
- This meeting will be held according to CEE Guidelines for Program Meetings

Introductions

- Why are you participating today?
- What do you wish to achieve?

CEE Campaign for ENERGY STAR Water Heaters

The purpose of the Water Heater Communications Campaign is to increase consumer and installer *awareness* and distributor *stocking* of efficient water heating options through national coordination of common messaging.

The campaign will seek to promote the existence and availability of energy efficient water heaters and the incentive programs that support them.

These actions will support CEE's High-Efficiency Residential Gas Water Heater Initiative ("Initiative") and will help establish the relevance of ENERGY STAR® in the water heater market.



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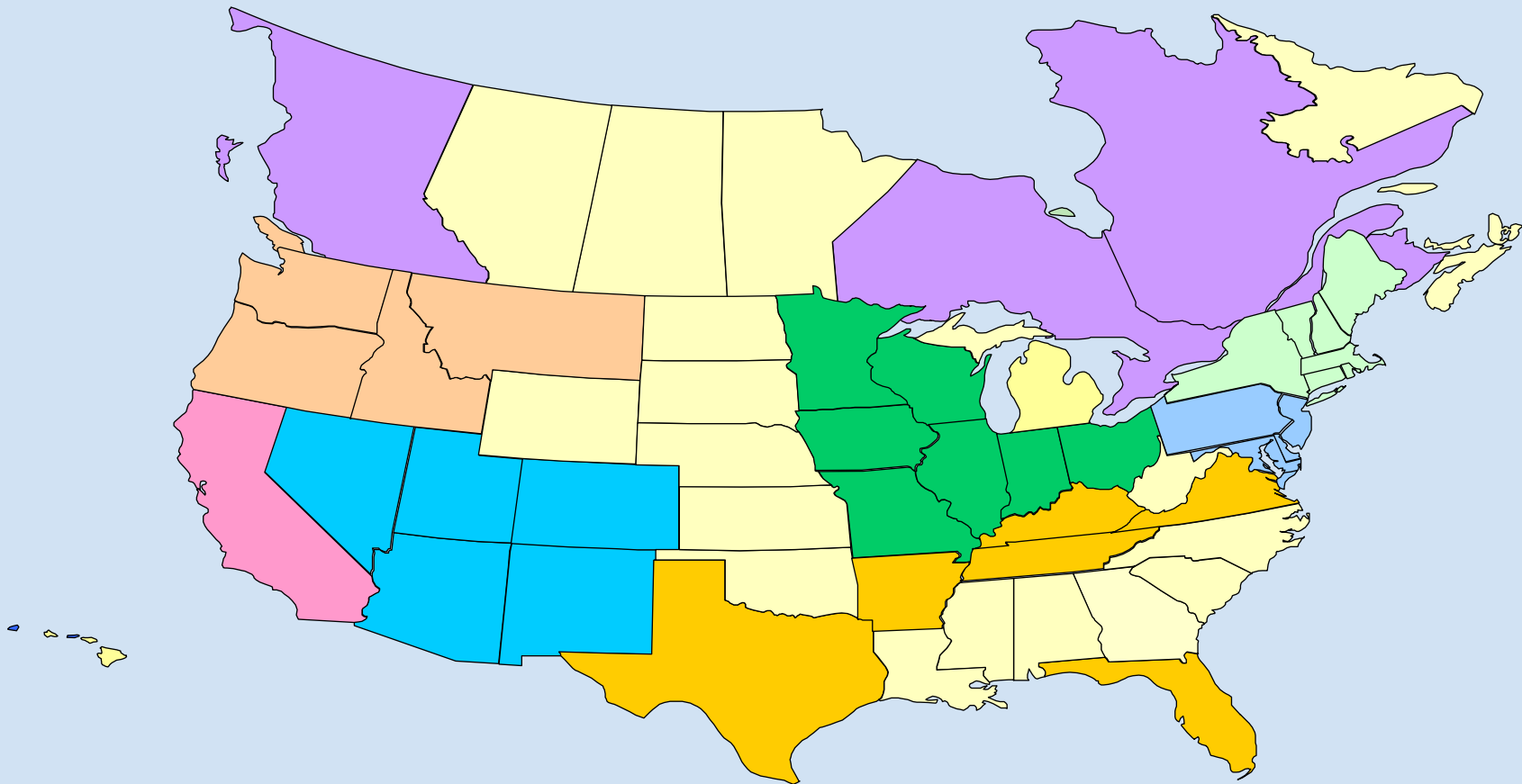
CEE Campaign for ENERGY STAR Water Heaters

- Selected Gish, Sherwood & Friends
- Kick-Off Meeting held October 14
- Identified target audiences and discussed how to address them
- Began discussion of what metrics are appropriate for the campaign
- Sponsors to discuss development process further
- Gish to present on recommended strategy before the end of 2008

ENERGY STAR Launch

- Bryan Berringer of DOE will present

How CEE Defines Regions



Current 2008 and Prospective 2009 Programs by Region and Canada

- 58 water heater rebates for 2008
- 55 water heating rebates proposed thus far for 2009

Year	Canada	Northeast	Northwest	Mid Atlantic	Midwest	South	Southwest	West
2008	2	18	14	2	17	0	3	2
2009	2	18	14	2	14	0	3	2

Current 2008 and Prospective 2009 Residential Programs: US and Canada

Year	Storage	Tankless	Integrated Heat and HW	Solar Water Heating
2008	19	21	11	7
2009	18	20	10	7



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Program Summaries

- Currently a static document
- In the past, Manufacturers have requested a more dynamic document
- Here's an opportunity to discuss it further

CEE Residential Gas Water Heating Program Summary 2008

Alliant Energy

Storage	Iowa	Minnesota	Wisconsin*
Tier 0: 0.62 EF	\$50	\$25	\$50
0.64 EF			\$100
Tier 2: 0.80 EF			\$150
90% TE (Commercial)			\$75
Flue Closure			
Notes	min 40 gallons	min 40 gallons	Units must be power vented

Tankless	Iowa	Minnesota	Wisconsin*
.80 EF	No Rebate	No Rebate	\$100
Notes			Units must be power vented

Solar Water Heaters	Iowa	Minnesota	Wisconsin*
> 250 Therms per year			\$17 per therm up to \$2,500
250-999 therms per year	No Rebate	No Rebate	\$10 per therm up to \$50,000
1,000-4,999 therms per year			\$5 per therm up to \$50,000
5,000+ therms per year			\$5 per therm up to \$50,000
Notes			Rebate for all levels only up to 25% of total system cost; non-profit, up to 35% of total system cost; Non-Profits qualify for an additional \$3 per therm up to \$50,000

Integrated Heat & HW Systems	Iowa	Minnesota	Wisconsin*
Indirect Tank High efficiency Boiler with an AFUE 90%+ and the ability to generate potable hot water on demand	No Rebate	No Rebate	\$200
	No Rebate	No Rebate	No Rebate
Notes			When combined with a >= 90% AFUE modulating boiler, may be combined with Boiler reward

Program Start	1/1/2008	1/1/2008	9/1/2008
Program Expiration	12/31/2008	12/31/2008	12/31/2009

*Programs Administered by Wisconsin Focus on Energy

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Questions for Manufacturers

- How are you using this data now?
- How would you like to use it?
- What would make it easier for you to use?
- What other features would be beneficial

Questions for Members

- What constraints do you have in sharing information?
- When are your plans finalized and when can you share information?
- What would make the program summaries more useful to you?
- Any responses to the requests from manufacturers?