



Natural Gas Program Summary

Residential Water Heating



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Periodically, CEE collects information from members who administer energy-efficiency programs and organizes this material into program summaries. All material contained in this document was compiled from interviews and documented program information. Every effort was made to provide the most current and accurate information. If a correction is necessary, contact Eileen Eaton at eeaton@cee1.org or 617-589-3949, ext. 203.

The Consortium for Energy Efficiency (CEE), a nonprofit public benefits corporation, develops initiatives for its North American members to promote the manufacture and purchase of energy-efficient products and services. CEE members operate in both the United States and Canada and include utilities, statewide and regional market transformation administrators, environmental groups, research organizations, and state energy offices. CEE's goal is to induce lasting structural and behavioral changes in the marketplace, resulting in the increased adoption of energy-efficient technologies.

SPONSOR	Alliant Energy
Service Territory	Alliant Energy's utility operations provide electricity and natural gas to more than 1.4 million customers in Iowa, Minnesota and Wisconsin.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Residential Prescriptive Rebates
Implementation Dates	January 1, 2007 to December 31, 2007
Program Budget	\$3.2 Million all gas measures
Program Description	Prescriptive rebate program is designed to provide a comprehensive range of energy efficient technologies that address several major end-uses. The centerpiece of the program is offer rebates to residential customers who purchase high-efficiency natural gas equipment. Implemented in Iowa and Minnesota only.
Contact	Lisa Pucelik, Product Manager 319-786-4283 lisapucelik@alliantenergy.com
Web Site	www.alliantenergy.com/rebates
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Water Heaters (Iowa) <ul style="list-style-type: none"> • ≥ 0.62 EF, \$50 rebate Storage Water Heaters (Minnesota) <ul style="list-style-type: none"> • ≥ 0.62 EF, \$25 rebate
Other Program Elements	NA

SPONSOR	Aquila (Iowa)
Service Territory	900,000 electric and natural gas customers in 5 states: Kansas, Nebraska, Iowa, Missouri and Colorado. Approximately 170,000 natural gas customers in the State of Iowa.
PROGRAM BACKGROUND	
Program Name	Iowa Water Heater Replacement Rebate Program Innovative Heating Technologies Rebates
Implementation Dates	January 1, 2007 – December 31, 2007
Program Budget	\$ 986,230 per year (includes space heating programs)
Program Description	Rebate available to residential customers for replacing an existing water heater with an efficient one or purchase the latest water heating innovations in energy-efficiency.
Contact	Matt Daunis, Manager Energy Efficiency 816-737-7779 matt.daunis@aquila.com
Web Site	www.aquila.com
PROGRAM COMPONENTS	
Incentives	Gas Water Heater <ul style="list-style-type: none"> • ≥ 0.62 EF, \$40 rebate GFX Drain Water Heat Recovery <ul style="list-style-type: none"> • \$300 rebate Tankless Water Heater <ul style="list-style-type: none"> • \$100 rebate Integrated Space & Water Heater <ul style="list-style-type: none"> • \$500 rebate
Other Program Elements	NA

SPONSOR	Bay State Gas Company
Service Territory	Approximately 250,000 Residential Customers and 25,000 Commercial customers in Western Massachusetts, Southeastern Massachusetts and Merrimack Valley
PROGRAM BACKGROUND	
Program Name	High-Efficiency Indirect Water Heating Program Instantaneous Tankless Water Heating Program
Implementation Dates	May 1, 2007 – April 30, 2008 (Program Year)
Program Budget	Approx. \$94,000
Program Description	<ol style="list-style-type: none"> 1. Rebate available to residential water heating and space heating customers installing an indirect water heater attached natural gas boiler. 2. Rebate available to residential water heating and space heating customers installing a natural gas instantaneous, tankless water heater.
Contact	Derek Buchler, Manager, Demand Side Management 508-836-7344 dbuchler@nisource.com
Web Site	www.baystategas.com
PROGRAM COMPONENTS	
Incentives	<p>Indirect water heater (attached to a natural gas-fired ENERGY STAR[®] rated forced hot water boiler) greater than 30 gallons</p> <ul style="list-style-type: none"> • No specified performance level, \$300 rebate <p>Gas Tankless Water Heater</p> <ul style="list-style-type: none"> • ≥ 0.82 EF (w/ electronic ignition), \$300 rebate
Other Program Elements	Contractor Training & Circuit Rider outreach program

SPONSOR	Berkshire Gas Company
Service Territory	Serves approximately 36,000 customers in Western MA, Berkshire, Hampshire and Franklin Counties
PROGRAM BACKGROUND	
Program Name	High-Efficiency Indirect Water Heating Program On-Demand, Tankless Water Heating Program
Implementation Dates	May 1, 2007 – April 30, 2008
Program Budget	\$35,000 per year
Program Description	<ol style="list-style-type: none"> 1. Rebate available to residential water heating customers installing a high-efficiency natural gas indirect water heater. 2. Rebate available to residential water heating customers installing a natural gas on-demand, tankless water heater
Contact	Michael Sommer (413) 445-0315 msommer@berkshiregas.com
Web Site	www.berkshiregas.com www.gasnetworks.com
PROGRAM COMPONENTS	
Incentives	Indirect-fired gas water heater (attached to an ENERGY STAR-qualified forced hot water boiler) <ul style="list-style-type: none"> • No specified performance level, \$300 rebate Gas Tankless Water Heater <ul style="list-style-type: none"> • 0.82 EF (w/ electronic ignition), \$300 rebate
Other Program Elements	Available to both residential and small commercial customers. Contractor Training & Circuit Rider outreach program.

SPONSOR	Energy Trust of Oregon
Service Territory	537,500 gas customers, much of Western Oregon (46,500 – Cascade / 491,000 – NW Natural)
WATER HEATING PROGRAM BACKGROUND	
Program Name	Home Energy Solutions Program
Implementation Dates	Late 2004 for efficient water heaters
Program Budget	\$ 13 Million (includes space heating programs, weatherization)
Program Description	Existing homes, including manufactured, multifamily, and single family. Electric & gas weatherization, water heaters, furnaces, heat pumps, etc.
Contact	Diane Ferington, Senior Residential Sector Manager 503-445-7621 Diane.Ferington@EnergyTrust.org
Web Site	www.EnergyTrust.org
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Water Heaters <ul style="list-style-type: none"> • ≥ 0.62 EF, \$25 rebate Tankless Water Heaters <ul style="list-style-type: none"> • ≥ 0.80 EF, \$200 rebate
Other Program Elements	Marketed through major contractors and distributors

SPONSOR	Gaz Métro
Service Territory	171 265 customers, Quebec territory, Canada
WATER HEATING PROGRAM BACKGROUND	
Program Name	Pilot project: Tankless Water Heater
Implementation Dates	NA
Program Budget	NA
Program Description	Rebates to customers who purchase tankless water heater
Contact	Isabelle Gendron (514) 598-3048 igendron@gazmetro.com
Web Site	www.gazmetro.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Tankless Water Heaters <ul style="list-style-type: none"> • CDN \$450 rebate
Other Program Elements	NA

SPONSOR	KeySpan Energy Delivery, New England
Service Territory	KeySpan serves 895,000 natural gas customers in Massachusetts and New Hampshire.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Residential High Efficiency Water Heating Program
Implementation Dates	May 1, 2006 – April 30, 2007
Program Budget	\$266,000.00 (MA) \$52,000.00 (NH)
Program Description	Indirect water heaters attached to ENERGY STAR rated boilers, tankless water heaters and solar hot water systems
Contact	Subid Wagley, Program Manager 781-466-5448 swagley@keyspanenergy.com
Web Site	www.keyspansaves.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	<p>Indirect-fired Water Heaters</p> <ul style="list-style-type: none"> Attached to ENERGY STAR Rated boiler, \$300 rebate <p>Tankless Water Heaters</p> <ul style="list-style-type: none"> ≥ 0.82 EF, \$300 rebate <p>Solar Water Heaters</p> <ul style="list-style-type: none"> SRCC Rated, up to \$1,500 rebate
Other Program Elements	Contractor & Trade Ally trainings.

SPONSOR	MidAmerican Energy
Service Territory	Energy Efficiency programs currently only offered in Iowa Service Territory. MidAmerican has 543,880 gas customers in Iowa, 65,738 in Illinois and 4,478 in Nebraska.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Residential Equipment Rebates
Implementation Dates	January 1, 2007 – December 31, 2007
Program Budget	Part of Res. Equipment budget
Program Description	Rebates or financing for qualifying water heaters.
Contact	John O’Roake, Energy Efficiency Product Manager - Residential Programs 515-252-6764 jtoroake@midamerican.com
Web Site	www.midamericanenergy.com/ee
WATER HEATING PROGRAM COMPONENTS	
Incentives	Natural Gas Water Heaters <ul style="list-style-type: none"> • < 40 gal: ≥ 0.64 EF, \$50 rebate • 40 – 59 gal: ≥ 0.62 EF, \$50 rebate • ≥ 60 gal: ≥ 0.85 TE, \$50 rebate
Other Program Elements	NA

SPONSOR	NSTAR Electric & Gas Corporation
Service Territory	Serving a total of 1.4 million customers (245,000 gas customers) in more than 100 Eastern Mass. communities
WATER HEATING PROGRAM BACKGROUND	
Program Name	High Efficiency Water Heating Rebate
Implementation Dates	May 1, 2007 – April 30, 2008
Program Budget	\$100,000
Program Description	Rebate for indirect fired & on demand hot water heaters
Contact	Mary McCarthy 781-441-3888 Mary.mccarthy@nstar.com
Web Site	www.nstar.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Indirect fired storage tank units (30-75 gallons) connected to a natural gas heating system <ul style="list-style-type: none"> • No Performance level specified, \$300 rebate Tankless Water Heaters (On demand) <ul style="list-style-type: none"> • \geq 82% w/electronic ignition, \$300 rebate
Other Program Elements	Contractor Training & Circuit Rider outreach program

SPONSOR	Pacific Gas & Electric
Service Territory	The utility serves 4.1 million natural gas customers. Its service area stretches from Eureka in northern California to Bakersfield in southern California, and from the Pacific Ocean on the west to the Sierra Nevada mountains in eastern California.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Water Heating
Implementation Dates	2006
Program Budget	There was no specific budget identified since this measure is part of a greater single family program portfolio.
Program Description	Downstream Rebate Application
Contact	Laura Chiu, Senior Project Manager - Water Heaters 415 973-9143 lpc2@pge.com
Web Site	www.pge.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Water Heaters <ul style="list-style-type: none"> • ≥ 0.62 EF, \$30 rebate
Other Program Elements	NA

SPONSOR	Puget Sound Energy
Service Territory	Puget Sound Energy is Washington state's largest energy utility, providing service to approximately 1.2 million electric customers and approximately 650,000 natural gas customers.
WATER HEATING PROGRAM BACKGROUND	
Program Name	High Efficient Natural Gas Water Heater
Implementation Dates	January 1997 – December 31, 2007
Program Budget	\$171,647 per year
Program Description	A \$40 rebate is paid when a high efficient qualified natural gas water heater with a storage capacity of 20 to 100 gallons, a maximum input of 75,000 BTU per hour and a energy factor of .62 or higher is installed in PSE natural gas service territory
Contact	Rem Husted, Market Manager 425 456 2355 Rem.husted@pse.com
Web Site	www.pse.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Water Heater <ul style="list-style-type: none"> • ≥ 0.62 EF, \$40 rebate (retrofit) • ≥ 0.62 EF, \$25 rebate (new construction)
Other Program Elements	NA

SPONSOR	Questar Gas Company
Service Territory	Questar Gas Company serves 849,635 customers (year-end 2006) in Utah, Southern Idaho and Southwestern Wyoming (energy efficiency programs not available in Wyoming).
WATER HEATING PROGRAM BACKGROUND	
Program Name	ThermWise Appliance Rebates
Implementation Dates	January 1, 2007 to present (ongoing)
Program Budget	\$1,846,597 (2007)
Program Description	Prescriptive, post-purchase / installation rebates to existing residential customers for high efficiency appliances.
Contact	Dan Dent, Manager, ThermWise Programs 801 324-5821 Dan.dent@questar.com
Web Site	www.ThermWise.com www.QuestarGas.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Gas Water Heater <ul style="list-style-type: none"> • ≥ 0.63 EF, \$50 rebate Tankless Gas Water Heater <ul style="list-style-type: none"> • ≥ 0.80 EF, \$300 rebate
Other Program Elements	Existing single-family, less than 5-plex.

SPONSOR	San Diego Gas & Electric
Service Territory	San Diego Gas & Electric supplies power to a population of 1.3 million business and residential accounts in a 4,100 square-mile service area spanning 2 counties and 25 communities.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Home Energy Efficiency Rebate Program
Implementation Dates	January 1 2006 through December 31, 2008
Program Budget	
Program Description	The Residential Incentive Program (RIP) targets owners and renters of single-family homes, condominiums, mobile homes, and attached homes up to four-plex. The Program contains traditional customer incentives and Point of Sale (POS) rebate.
Contact	Teresa Davies, Program Manger 858-654-6401 tdavies@semprautilities.com
Web Site	www.sdge.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Natural Gas Storage Water Heater <ul style="list-style-type: none"> • ≥ 30 gallons, ≥ 0.62 EF, \$30 rebate
Other Program Elements	Tankless water heaters do not qualify.

SPONSOR	Southern California Gas Company
Service Territory	Southern California Gas Company serves a population of 19.8 million consumers through 5.6 million gas meters in more than 500 communities. The company's service territory encompasses approximately 20,000 square miles throughout Central and Southern California, from Visalia to the Mexican border.
RESIDENTIAL GAS WATER HEATING PROGRAM	
Program Name	Home Energy Efficiency Rebate Program
Implementation Dates	January 1, 2006 – December 31, 2008
Program Budget	\$ 19.5 million (3 year program)
Program Description	Program provides rebates to customers for purchase of qualifying energy efficient appliances and related equipment. Program provides customers with qualification specifications. Customers purchase equipment and submit application for review and approval by Utility.
Contact	Harvey Bringas, Program Manager – Single Family 213-244-3175 hbringas@semprautilities.com
Web Site	www.socalgas.com/energyefficiency
RESIDENTIAL GAS WATER HEATER PROGRAM COMPONENTS	
Incentives	Water Storage Heating <ul style="list-style-type: none"> • ≥ 0.62 EF, \$30 rebate
Other Program Elements	NA
MULTIFAMILY GAS WATER HEATER PROGRAM	
Program Name	Multifamily Rebate Program
Implementation Dates	January 1, 2006 – December 31, 2008
Program Budget	\$ 9.5 million (3 year program)
Program Description	Cash rebates are available for the installation of qualified energy efficient products in apartment dwelling units and in the common areas of apartment and condominium complexes, and common areas of mobile home parks. Program provides customers with qualification specifications. Customers obtain reservation for funds, purchase equipment and submit application for review and approval by Utility.
Contact	Kathy Van Cott, Program Manager – Multifamily (714) 634-3052 kvancott@semprautilities.com
Web Site	www.socalgas.com/energyefficiency

MULTIFAMILY GAS WATER HEATER PROGRAM COMPONENTS	
Incentives	<p>Domestic Water Heating</p> <ul style="list-style-type: none">• ≥ 0.62 EF, \$30 rebate <p>Boilers (Water Heating only)</p> <ul style="list-style-type: none">• ≥ 300k btu, $\geq 84\%$ TE, \$1500 rebate• ≤ 299k btu, $\geq 82\%$ AFUE, \$1500 rebate <p>Water Heater and / or Boiler Controllers</p> <ul style="list-style-type: none">• Non Digital graph model for a multifamily building with ≥ 30 units, \$750 rebate• Digital graph model for a multifamily building of ≤ 29 units or less, \$750 rebate
Other Program Elements	NA

SPONSOR	Vectren Energy Delivery
Service Territory	Vectren's energy delivery subsidiaries provide gas and/or electricity to more than one million customers in adjoining service territories that cover nearly two-thirds of Indiana and west central Ohio.
WATER HEATING PROGRAM BACKGROUND	
Program Name	Vectren Conservation Connection
Implementation Dates	December 1, 2006 through 2007 (or while funds last)
Program Budget	Total Residential budget \$1.15 million
Program Description	Incentives to upgrade to an energy efficient natural gas water heater. The program works with contractors as well as home improvement stores.
Contact	Kim Talley, Marketing Manager 812-491-4000 KDTalley@vectren.com
Web Site	www.vectrenenergy.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	Natural Gas Water Heaters <ul style="list-style-type: none"> • ≥ 30 gallons, ≥ 0.62 EF, \$50 rebate
Other Program Elements	Contractors are required to implement the following measures to qualify water heater installations for rebates: <ul style="list-style-type: none"> • Chimney liners must be installed where an atmospherically-drafted equipment remains in the residence. • Installers must complete flue closure protocols when a high efficiency water heater is installed and the chimney has no other use.

SPONSOR	Vermont Gas
Service Territory	38,000 customers, Northwestern Vermont
WATER HEATING PROGRAM BACKGROUND	
Program Name	HomeBase Equipment Replacement Program
Implementation Dates	October 1, 2006 – September 30, 2007
Program Budget	\$181,000 per year
Program Description	Rebates available to residential water heating customers installing a high efficiency natural gas-fired water heater and indirect gas water heater.
Contact	Elisabeth Goldsborough, Energy Services Coordinator 802-863-4511 ext. 321 egoldsborough@vermontgas.com
Web Site	www.vermontgas.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	<p>Storage Water Heaters 40/50 gallon</p> <ul style="list-style-type: none"> • ≥ 0.61 EF, No minimum usage, \$100 rebate <p>Indirect-fired Water Heaters</p> <ul style="list-style-type: none"> • Heated by an $\geq 87\%$ AFUE boiler, \$100 rebate <p>Tankless Water Heaters</p> <ul style="list-style-type: none"> • ≥ 0.80 EF, No minimum usage, \$100 rebate <p>Drain Water Heat Recovery Devices</p> <ul style="list-style-type: none"> • Custom screening applications, \$200 rebate
Other Program Elements	NA

SPONSOR	Wisconsin Focus on Energy
Service Territory	Wisconsin
WATER HEATING PROGRAM BACKGROUND	
Program Name	Focus on Energy
Implementation Dates	July 1, 2007 through June 30, 2008
Program Budget	\$1.5 million
Program Description	Incentives to upgrade to an energy efficient direct vent water heater, fuel conversion and close the flue. The program works with contractors as well as home improvement stores.
Contact	Bobbi Fey, Program Manager 608-249-9322 ext 140 bobbif@weccusa.org
Web Site	www.focusonenergy.com
WATER HEATING PROGRAM COMPONENTS	
Incentives	<p>Direct-Vent Natural Gas Water Heaters</p> <ul style="list-style-type: none"> • ≥ 0.64 EF, \$50 rebate • ≥ 0.80 EF, \$100 rebate <p>Solar Domestic Water Heaters</p> <ul style="list-style-type: none"> • \$17 per therm based on RETScreen modeling, up to 25% or \$2500 • \$500 bonus for efficiency upgrades through other Focus programs prior to install <p>Contact Kari Heinrich, Project Manager, 608-249-9322 ext 319, karih@weccusa.org for more information.</p>
Other Program Elements	<p>Also includes a \$75 flue closure incentive and \$250 for fuel conversion from electric to gas.</p> <p>The program will work with contractors and big box stores to provided point of sale and education materials.</p>

SPONSOR	Xcel Energy (Minnesota)
Service Territory	The utility serves 3.2 million electric customers and 1.8 million gas customers in Minnesota, Michigan, North Dakota, South Dakota, Wisconsin, Colorado, Texas, New Mexico
WATER HEATING PROGRAM BACKGROUND	
Program Name	Residential Water Heater Rebates (Minnesota)
Implementation Dates	On going
Program Budget	\$85,000
Program Description	Offer rebates for qualifying energy efficient Water Heaters
Contact	Kim Sherman, Product Portfolio Manager 612-337-2360 kim.Sherman@xcelenergy.com
Web Site	www.Xcelenergy.com/homerebates
WATER HEATING PROGRAM COMPONENTS	
Incentives	Storage Water Heaters <ul style="list-style-type: none"> • 0.62 - 0.63 EF, \$40 rebate • ≥ 0.64 EF, \$60 rebate Tankless Water Heaters <ul style="list-style-type: none"> • ≥ 0.85 EF, \$100 rebate
Other Program Elements	NA