Cutting Edge Pool Pump Programs: Above the Ground and Middle of the Stream

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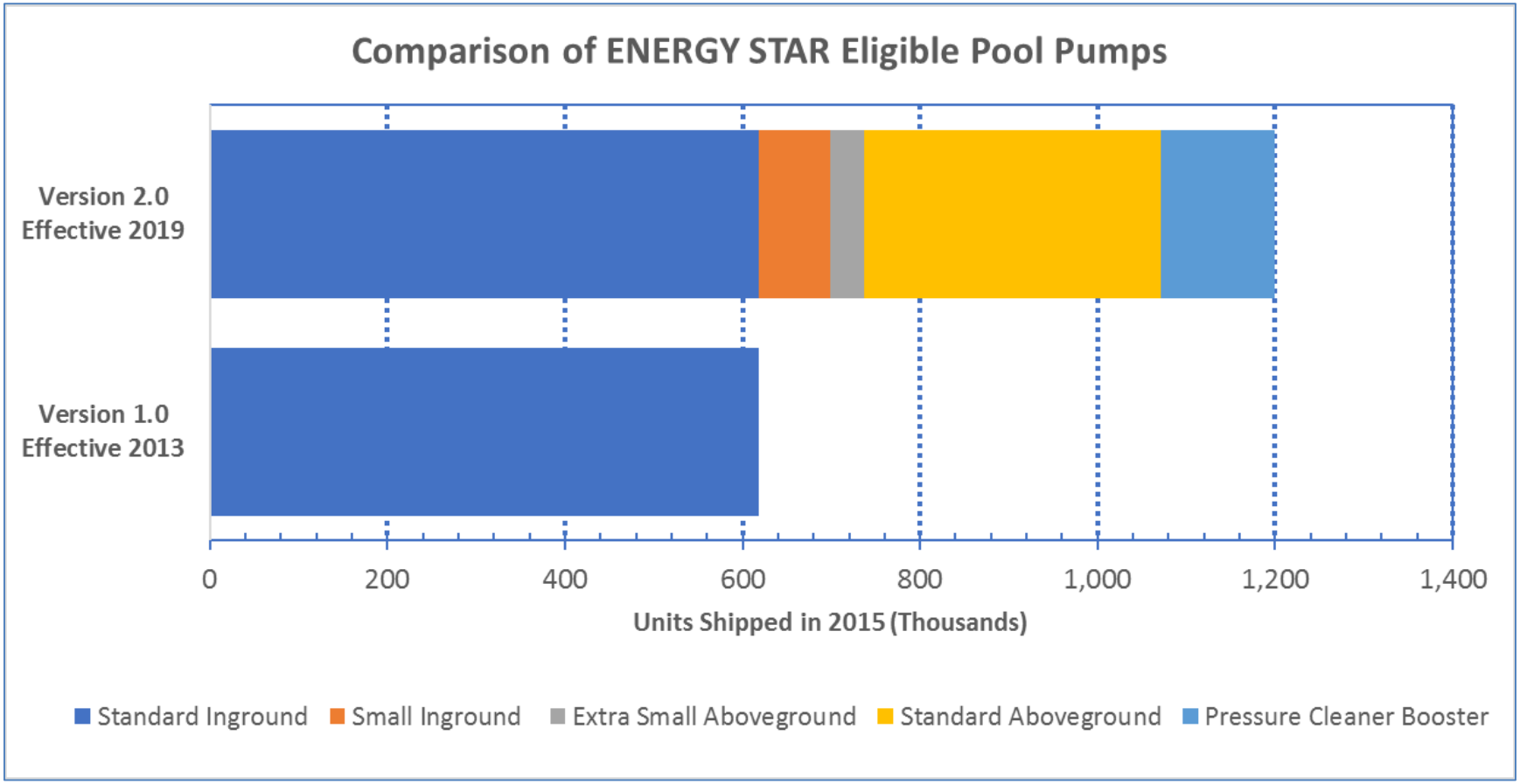
New Version 2.0 ENERGY STAR Pool Pump Spec Expands Scope!

- Went into effect January 1, 2019
- Uses new DOE pool pump test procedure
- More stringent spec for standard-sized inground pool pumps
- Expands the options for ENERGY STAR certification to include:
  - Above-ground pool pumps (see below)
  - **Small** in-ground pool pumps
  - Booster pumps used for pressure cleaning applications

Twice the Number of Pool Pumps Eligible for ENERGY STAR Certification!



Version 2.0 ENERGY STAR Certified Pool Pump Savings

Type of Pool Pump	Annual Savings	Payback (years)	% Market
Small In-Ground	$84	1.2	7%
Standard In-Ground	$310 - $445	1.2	52%
Extra Small Above-Ground	$7	2.7	3%
Standard Above-Ground	$28	1.0	28%
Pressure Cleaner Booster	$13	3.2	11%

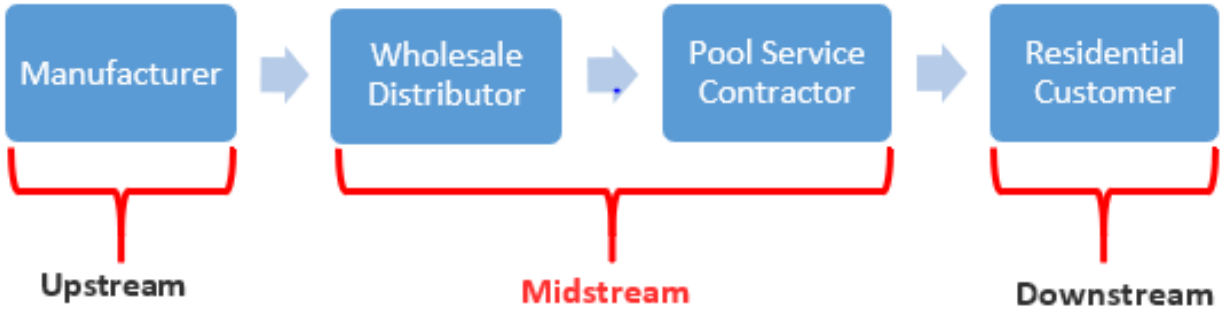
- Up to $445 in annual savings
- Paybacks from 1 to 3 years

EPA Ask #1: Tie Your Existing Pool Pump Incentive Program to Version 2.0!!

- Double the pools pumps eligible– **including above ground pool pumps popular in cooler climate**
- Ensure pool pumps in your incentive program exceed 2021 federal standards.
- Link directly to the ENERGY STAR 2.0 certified pool pump list with an API.
- Co-brand free ENERGY STAR pool pump marketing materials: www.energystar.gov/marketing_materials

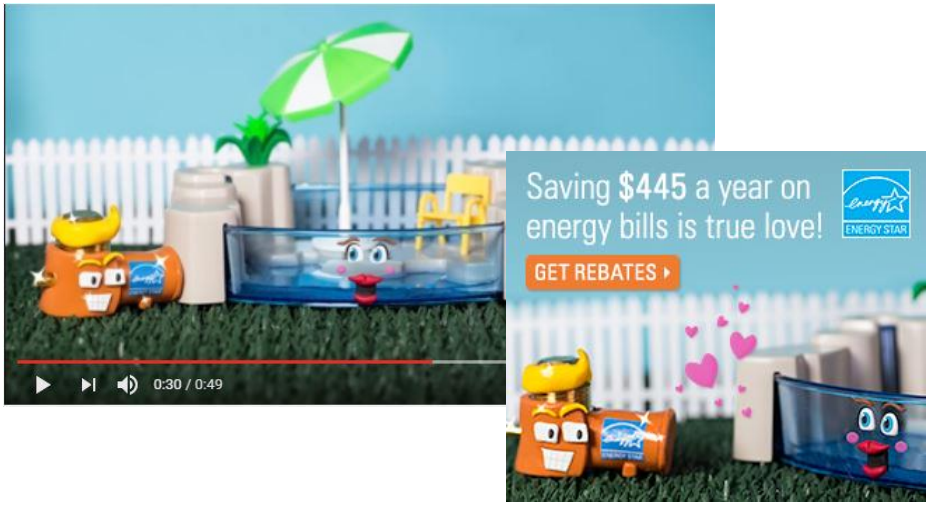
EPA Ask #2: Consider a Midstream Program for Pool Pumps

- Pool pump programs are now moving towards midstream since market channels are similar:
  - Consumers rely on pool pump service contractors for their pool pump choice
  - Similar to water heater and HVAC selections reliance on a plumber/installer is very high.



EPA Ask #3: Participate in our Pool Pump Promotion

- **When:** We kickoff in March of 2020
- **Objective:** Increase adoption of ENERGY STAR pool pumps.
- **Approach:** Leverage engaging creative targeting pool owners to incent views and clicks.
  - Video and display ads via Google Display Network and Oath.
  - Paid social.
- **Geo-targeting:** Ads targeted regions with active programs (rebates included in Rebate Finder).
  - Regions: Arkansas (state), Sacramento metro area, Hawaii (state), Long Island, NY, Texas (State), Chicago metro area, Maryland (state), Michigan (state), Ohio (state), and PA (state).
- **Top-Line Results:** Nearly 13,500,000 impressions and more than 10,000 clicks to Product Finder over 2-month flight.



Oath: A Verizon company

YouTube

Google Display Network

Next Up….

- **Austin Pooley, CenterPoint Energy**
  - Hear how CenterPoint Energy has developed a unique midstream incentive program for pool pumps
- **Jenna Pugliese, Efficiency Vermont**
  - Learn how Efficiency Vermont became the first program in the nation to include above-ground ENERGY STAR certified pool pumps
- **Stephanie Marlbrough, PoolCorp**
  - Hear how the largest pool supply distributor in the US can jumpstart your midstream pool pump incentive program

CenterPoint Energy

CUTTING EDGE POOL PUMP PROGRAMS

"MID-STREAM MARKET TRANSFORMATION"

JUNE 11, 2019

CenterPoint Energy

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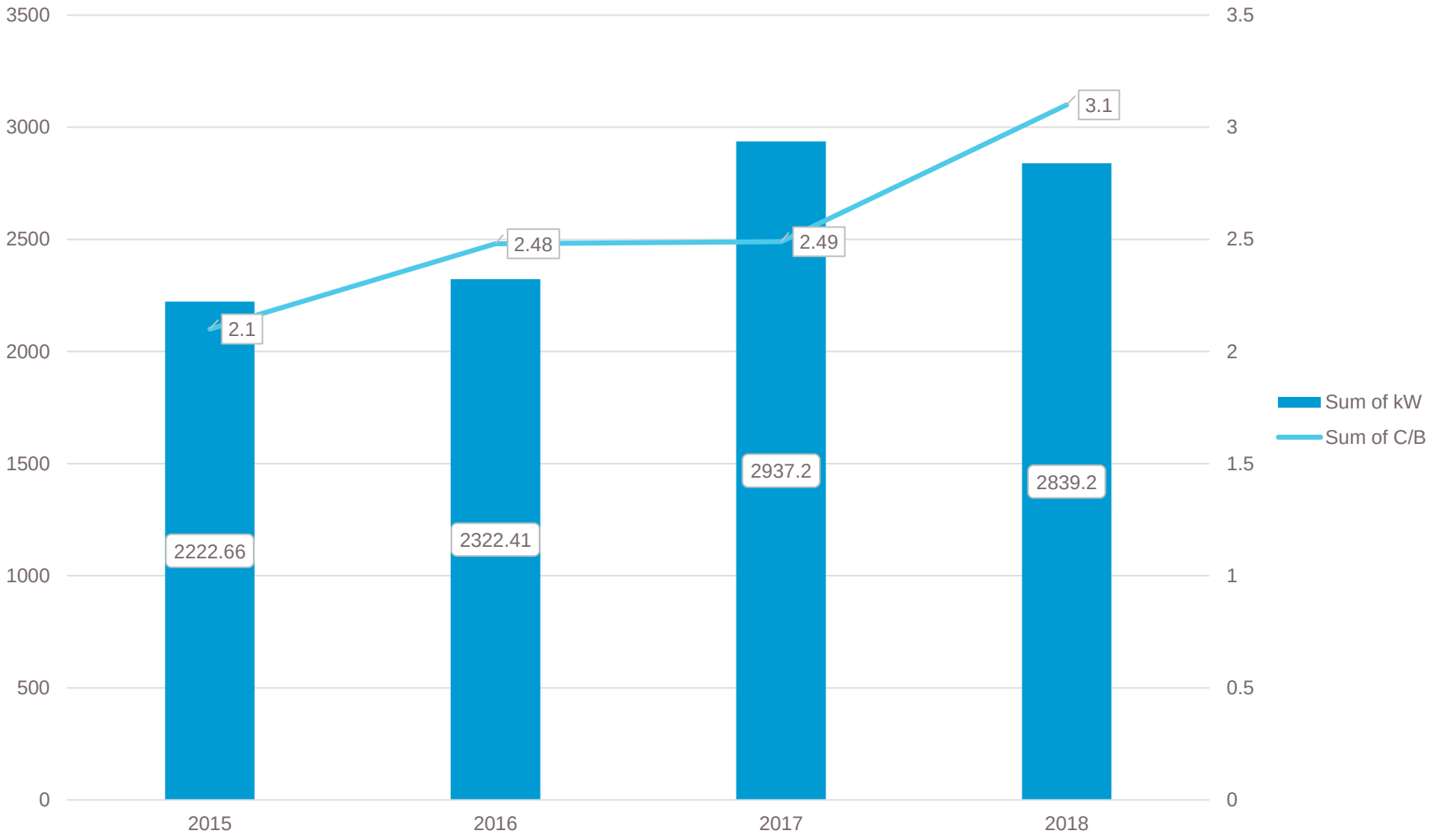
ABOUT CENTERPOINT ENERGY

- Houston, Texas
  - Covers >2.4 million electric customers
- Texas is a deregulated market
  - CenterPoint does not bill its electric customers
- First Mid-Stream program in the state (HVAC)
  - Pool Pumps added in 2018

WHY MID-STREAM?

- To maintain portfolio / program cost effectiveness
- Allows Utility to reduce implementation costs
  - Fewer stakeholders to reimburse
  - Verification of installation shared by dealer/distributor/implementer/utility
  - Lower marketing costs – pushed to distributors and dealers to sale

HISTORICAL PERFORMANCE
KW AND COST EFFECTIVENESS



WHY MID-STREAM?

- Allows geographic and customer diversity
  - Broader reach across footprint
  - Market segments – commercial, low-income, under served areas
- Scalable and dynamic
  - Pipeline is easily tracked
  - Easy to include additional measures

HOW DO WE ACHIEVE OUR GOALS?

- Program has hired ICF as an Implementer
- 7 Pool Pump Distributors
- Distributors set up programs for Dealers
- Dealers sell and install equipment, provide evidence to Distributor
- Distributor sends documentation to CenterPoint
- CenterPoint sends inspectors to verify installation

MARKETING

Pool Pump Distributor Program
CenterPoint Energy
Partner with us for valuable incentives!
Work with us and CenterPoint Energy to promote qualifying ENERGY STAR variable speed pool pumps to homeowners residing in the CenterPoint Energy Houston Electric service territory.
Boost your sales – provide these benefits to customers:
• Savings on ENERGY STAR variable speed pool pumps
• Energy-efficient pool pumps that can deliver energy savings and performance at a lower cost
Gain a competitive advantage and earn incentives.
• Plus, get free training!
› Technical workshops designed for your crews
› Sales and marketing techniques
Ask us how to get started today!
MAKE A SAVINGS SPLASH WITH AN ENERGY STAR® CERTIFIED POOL PUMP.
Good for You. Good for the Planet.
ENERGY STAR PARTNER

Important Policies
MILITARY DISCOUNT
Take Advantage of the Savings Today
RETURN POLICY
Partner with us for valuable incentives!
Ask us how to get started today!
ENERGY STAR PARTNER

ISSUES AND BARRIERS

- Distributors unfamiliar with participating in Utility programs
- Dealers used to Downstream approach
- Documentation issues
- Dealers ‘front’ the money
- Energy Star v2 list confusion
  - Technical Reference Manual based on v1.1
  - Some major pool pumps left off v2 list

HISTORICAL PERFORMANCE

- Pool Pump Program moved into Distributor program for 2018
- Historical downstream spend averaged ~$675,000 from 2015-2017
- Late start and new design contributed to poor 2018 performance ($85k)
  - Program design was new for Pool Pump market, so it took time to familiarize Distributors and Dealers with the ins and outs
  - New design adds flexibility to the program and for us to grow larger than before
- 2019 projected spend will be $300k

LESSONS LEARNED

- DO NOT start program in Q2
  - By that time, it is too late to train Dealers
- Hand-holding in year 1 is a must
  - Pool Pump market is behind the times in regards to utility programs, but are catching on quickly
- Simplicity is key
- Surprising amount of ‘New Construction’ activity happens in Q4

QUESTIONS?

Efficiency Vermont

JUNE 11, 2019

Cutting Edge Pool Pump Programs with ENERGY STAR®

Jenna Pugliese

Efficient Products Program Manager

Efficiency Vermont

- Founded in 2000
- Statewide independent energy efficiency utility
- Administered by VEIC, under appointment of Public Service Board
- Provide education, services, rebates & financing
- Manage a statewide network of contractors, retailers, distributors, etc.
- Account-manage top 300 electric users

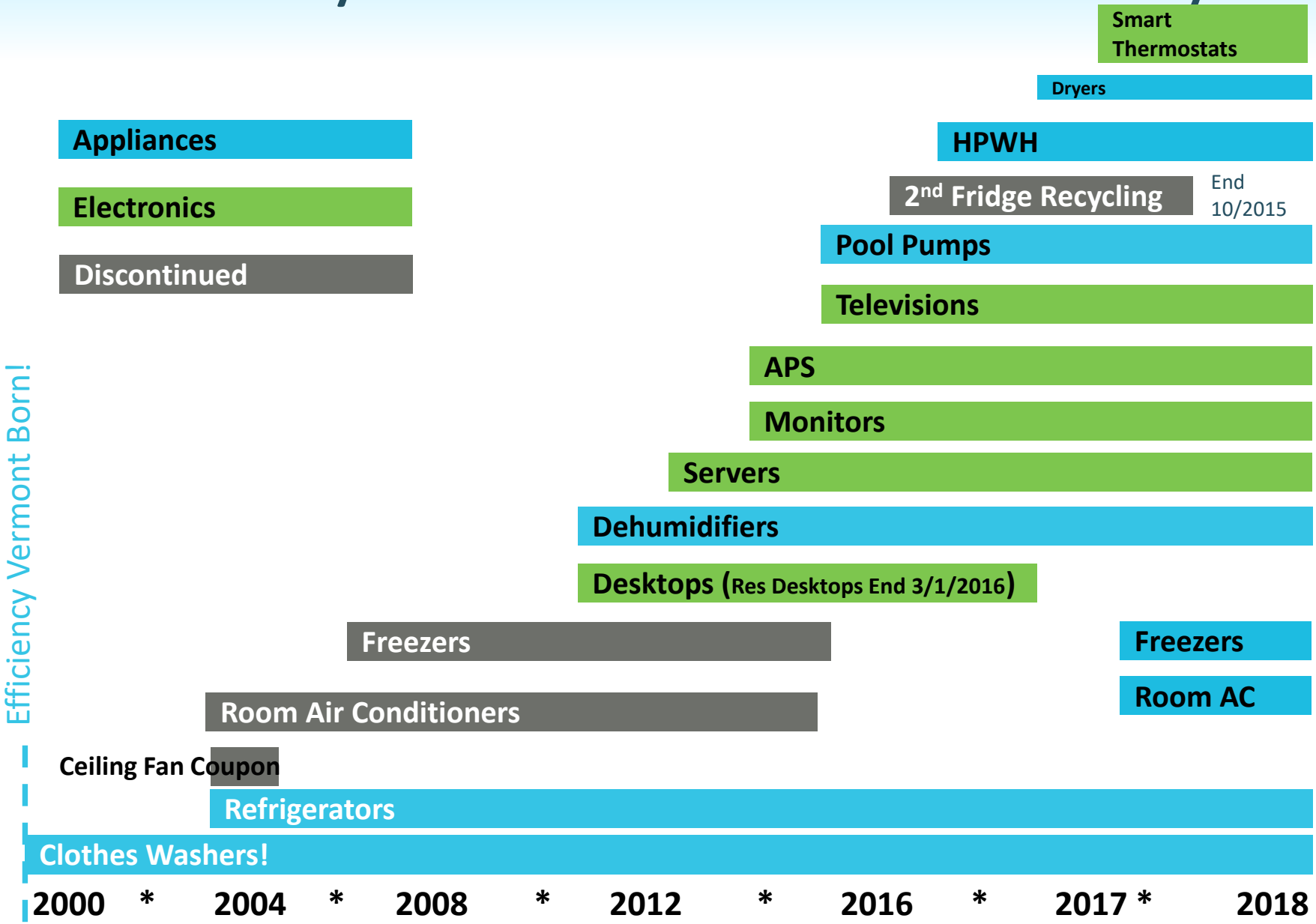
Efficiency Vermont

Efficient Products Programming at Efficiency Vermont

LED Bulbs and Fixtures	Clothes Washers	Sound Bars (RPP)	Refrigerators
Heat Pump Water Heaters	Air Conditioners	Clothes Dryers	Dehumidifiers
Air Purifiers (RPP)	LED Horticultural Lighting	Freezers (RPP)	Smart Thermostats
	Pool Pumps		

Efficiency Vermont

Efficiency Vermont Products History



ENERGY STAR® Pool Pumps

- Use 70% less energy than standard pool pumps
- Save customers up to $4,000 over the life of a pump (inground) or up to $1,400 for above ground
- Run quieter and prolong the life of a pool's filtering system
- Use reliable variable-speed technology

Pool Pump Rebate History

2010
- Seasonal $200 customer rebate
- $50 trained installer rebate
- 2-speed & variable speed pumps (no ES spec yet)

2013
- Changed to year-round rebate
- ENERGY STAR Spec Released

2014 (June)
- Increased rebates: $400/$100
- Grace Period for Above ground and ENERGY STAR

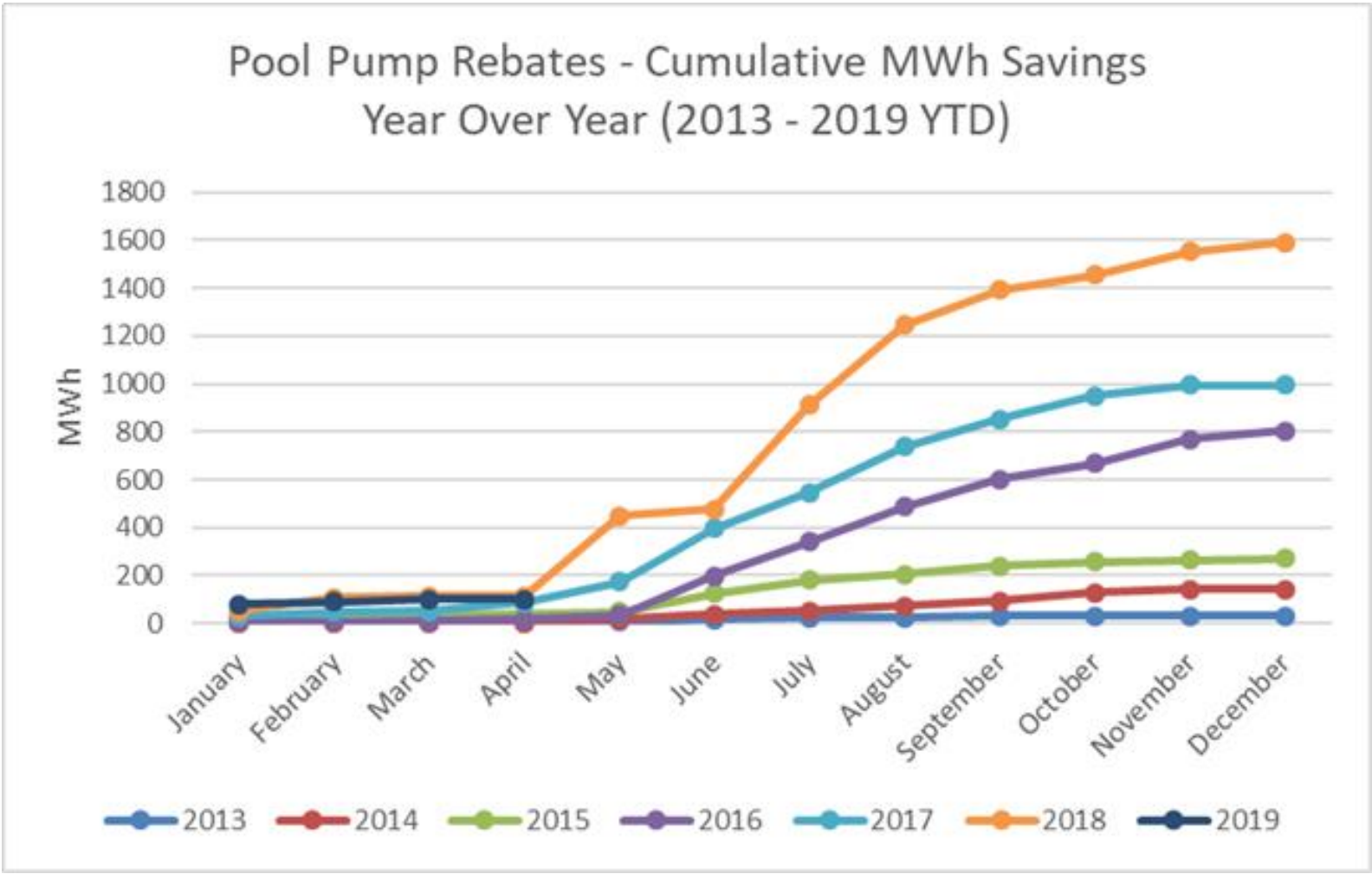
2015
- Switched to only ENERGY STAR certified models

2016 (May)-2018 (Dec)
- Increased customer rebate: $600 ($100 installer)

2019
- **$250 rebate for ENERGY STAR certified models installed in an above-ground pool**
- **$500 rebate for ENERGY STAR certified models installed in an inground pool**

Efficiency Vermont

Pool Pump Savings



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Additional Benefits of Pool Pumps in our Portfolio

- Summer KWh
- Total Resource Benefit
- Access to additional customer base

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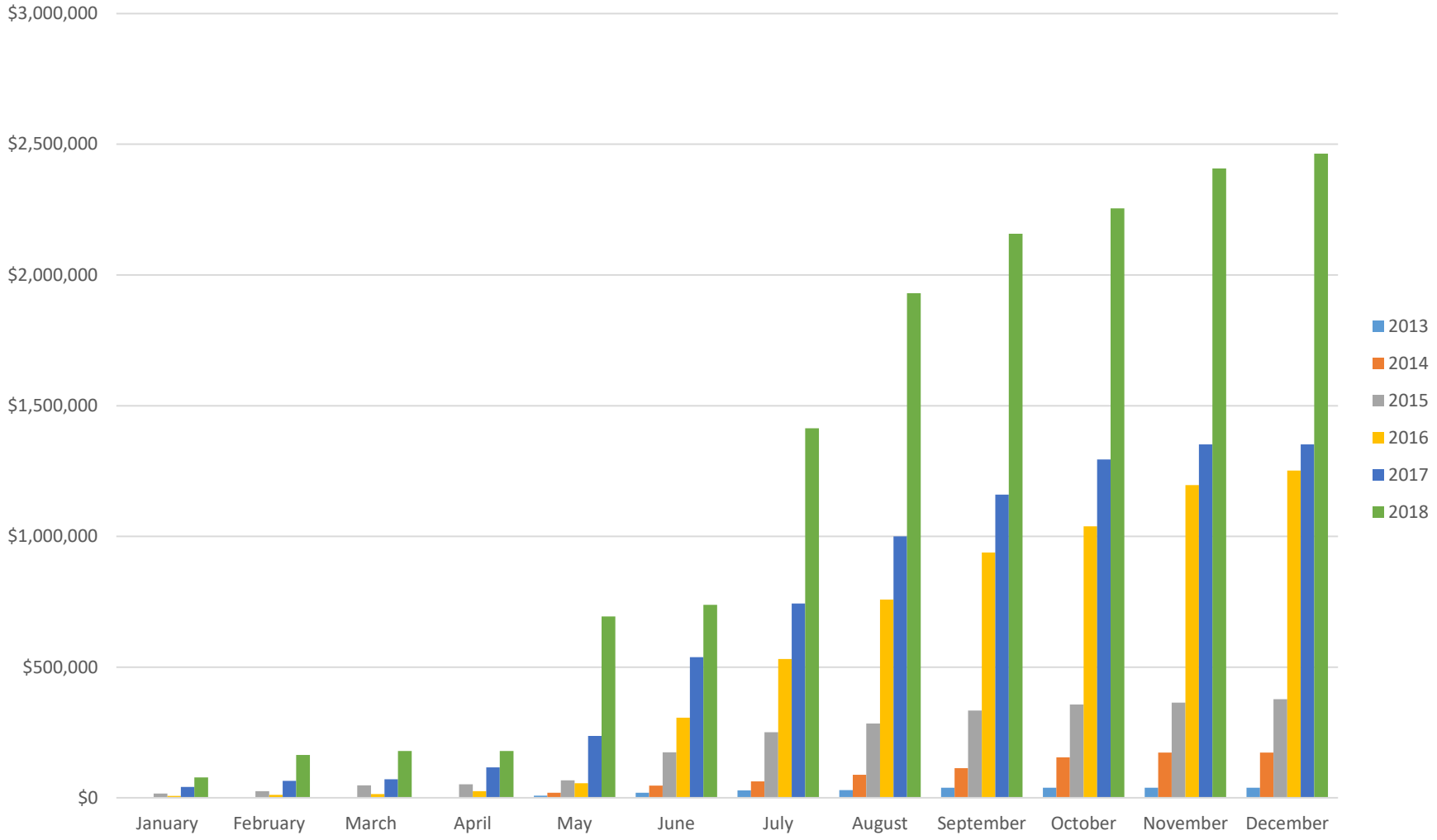
Pool Pump Cumulative "Total Resource Benefit" Year Over Year (2013 - 2018)



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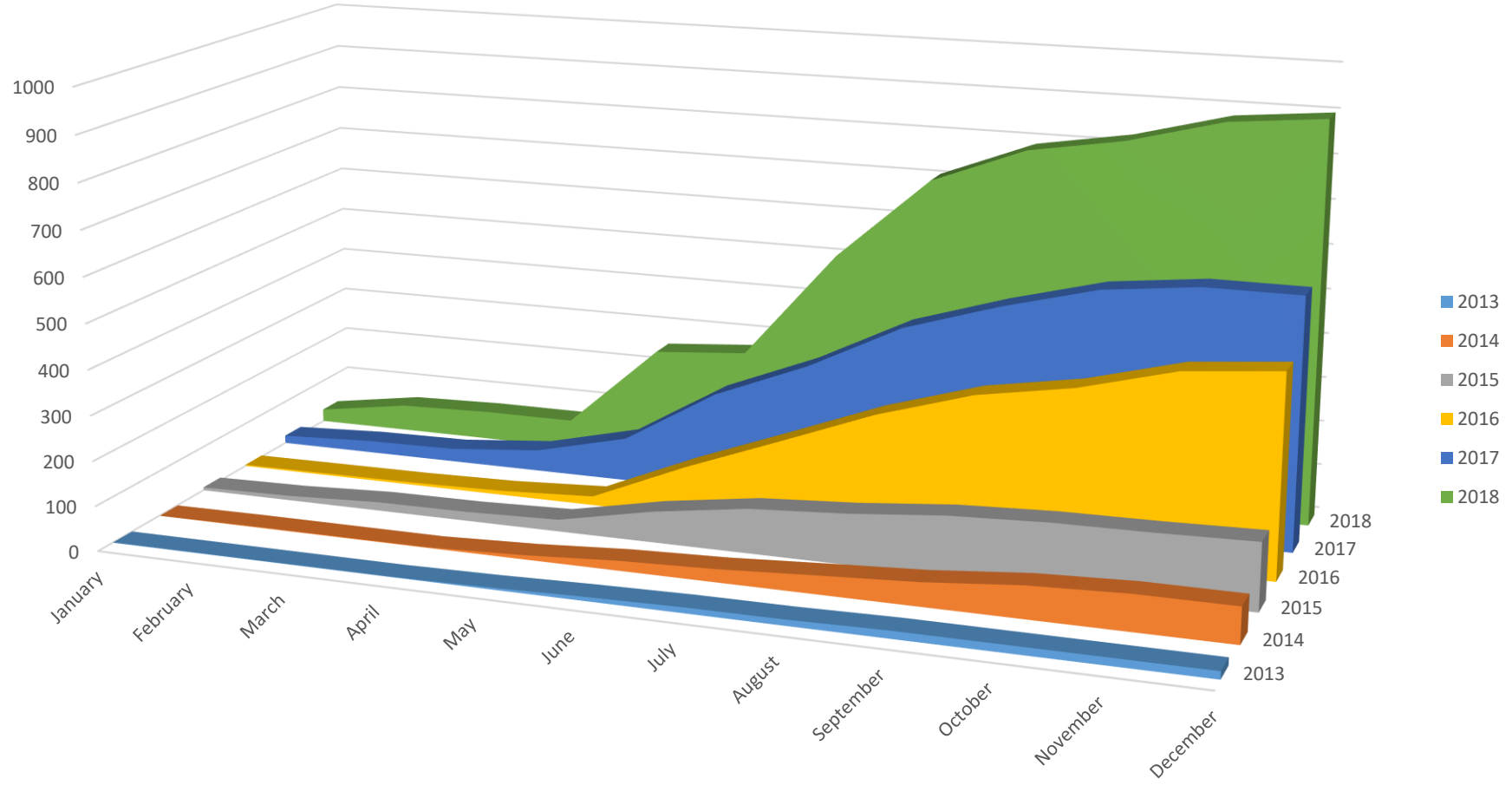
Pool Pump Cumulative Summer kWh Savings Year Over Year (2013 - 2018)



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Customer Feedback

We bought a Hayward Super Pump for our above ground pool which is energy efficient and wondered if we would get a rebate for this pump?

Customer called from a GMP referral. Her bill shot up $50 from last month. In talking with her, we figured out that pool (above ground) had been turned on at that time

Customer called about our recent mailer. She is single mom and has electric heat in a raised ranch also has 2 frig and a freezer and an above ground pool

Efficiency Vermont

Above Ground/Non-Self Priming Pumps

- We started our program prior to the ENERGY STAR Spec and included above ground pumps

- After implementing an ENERGY STAR only incentive, excluding above ground pumps in 2014 we have received over 40 inquiries around the availability of an above ground incentive

- In 2019, 6 months into the program, and one month into pool season, 16% of our submissions have been from above-ground pumps

Efficiency Vermont

Thank you!

Jenna Pugliese

802.540.7802

JPugliese@efficiencyvermont.com

Efficiency Vermont

Stephanie
Marlbrough

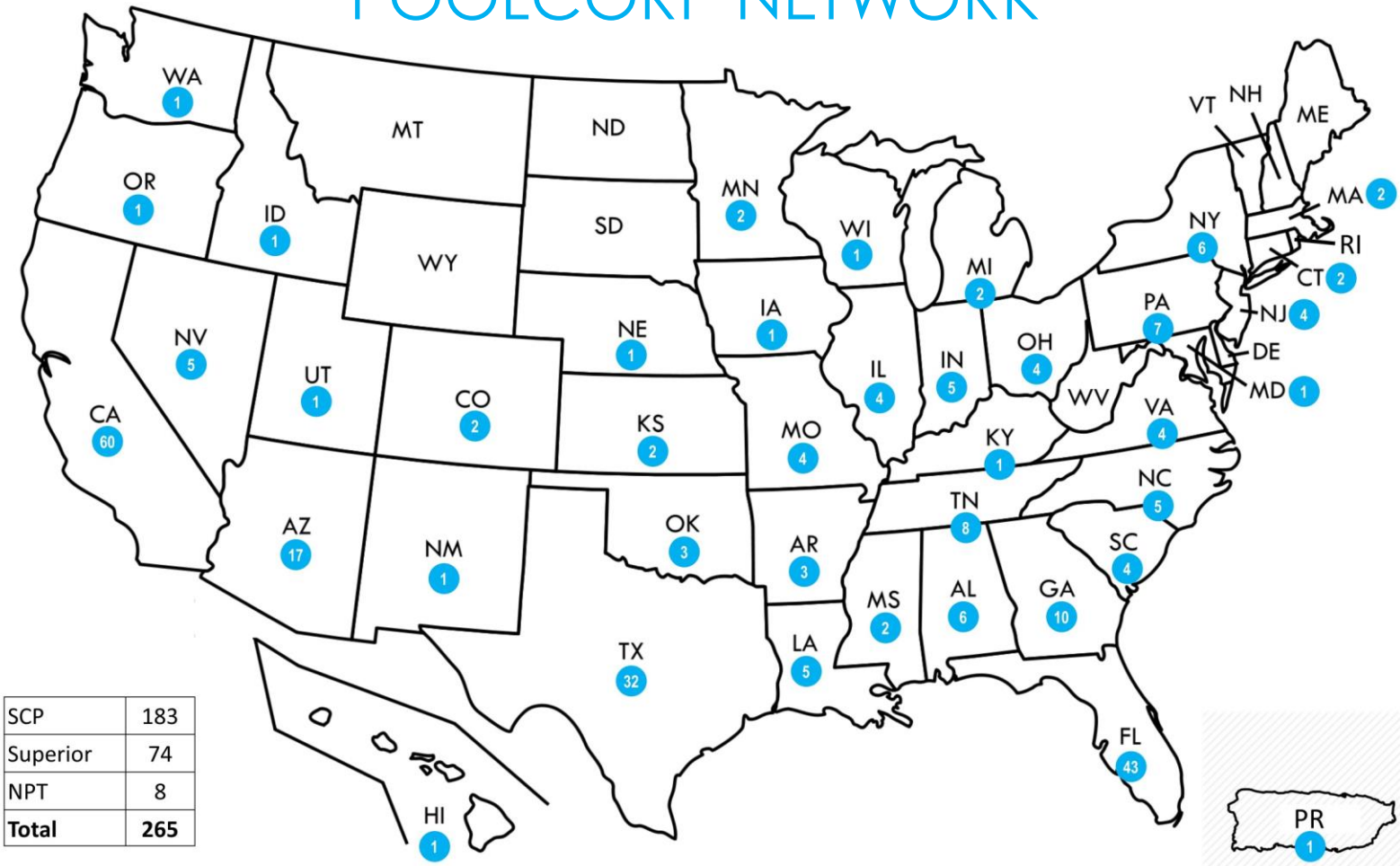
ABOUT POOLCORP

- Largest distributor of swimming pool equipment, parts, & supplies
- Distribute over 120,000 products to over 80,000 customers
- Operates more than 360 Sales Center locations worldwide

POOLCORP®

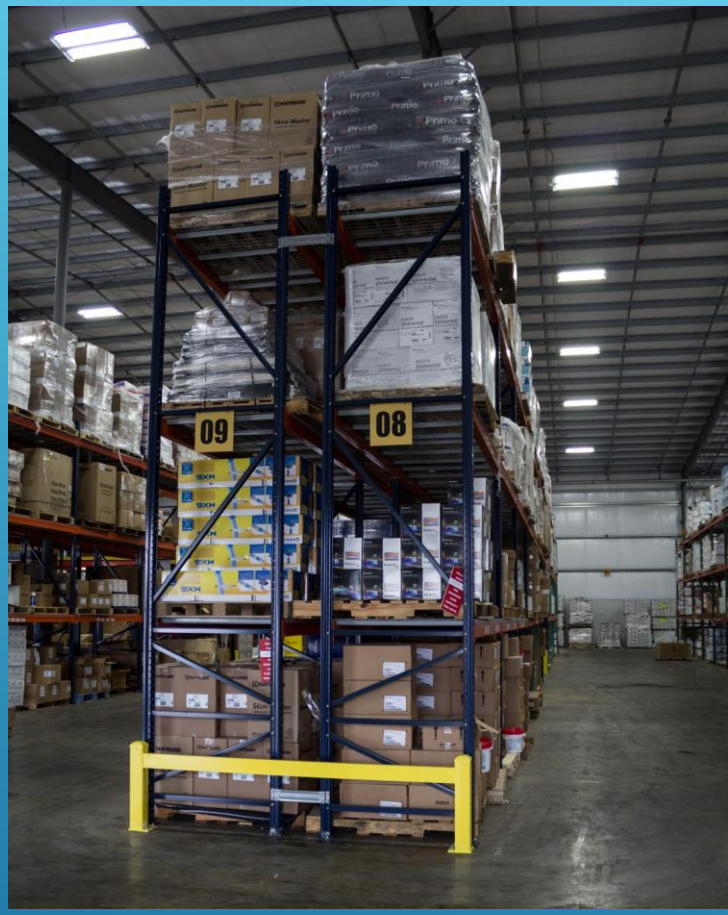
Where Outdoor Living Comes to Life®

POOLCORP NETWORK



SCP	183
Superior	74
NPT	8
Total	**265**

SCP Distributors LLC
Outdoor Living Comes to Life.


09
08

- Jeff Farlow, Program Manager of Energy Initiatives at Pentair contacted us about opportunities to help facility energy rebate programs.
- POOLCORP launched first program in May 2019

POOLCORP®

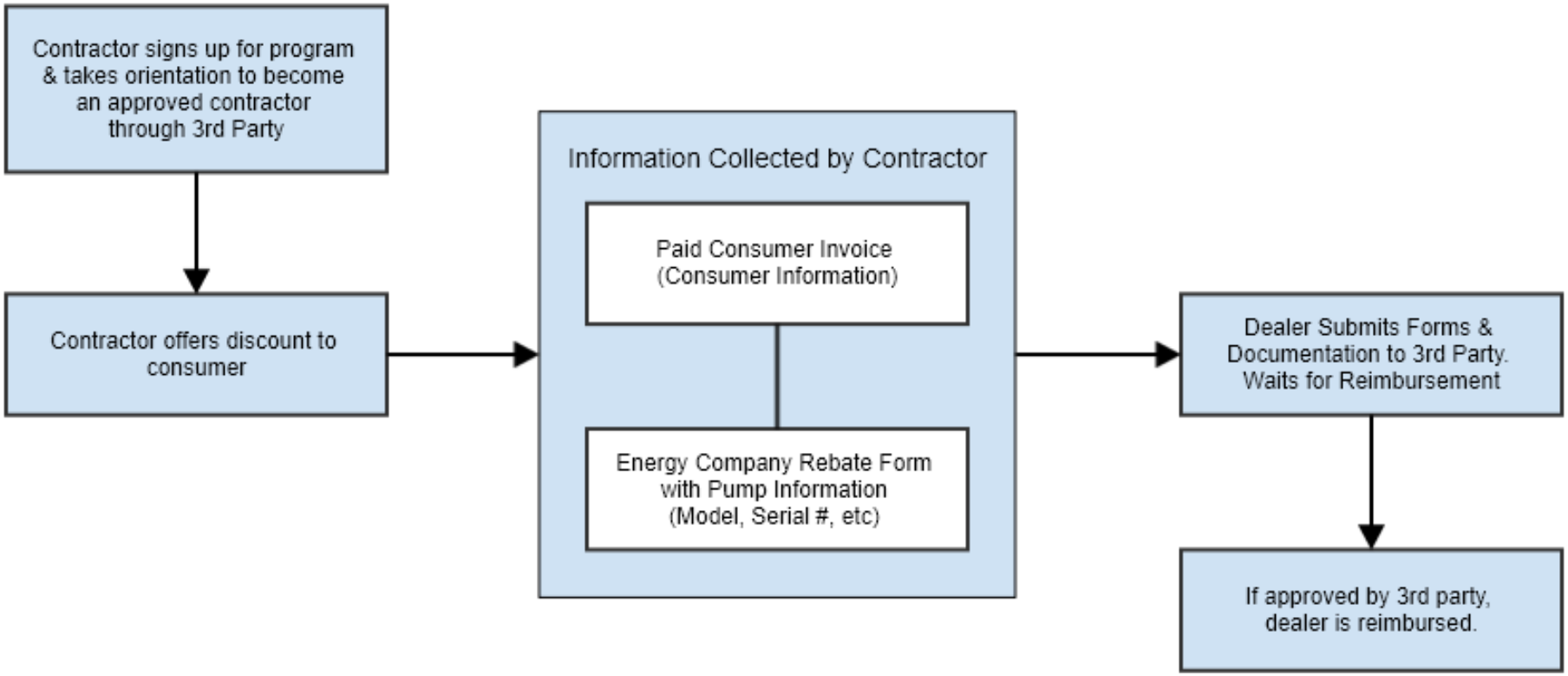
Where Outdoor Living Comes to Life®

NVEnergy

energy
ENERGY STAR

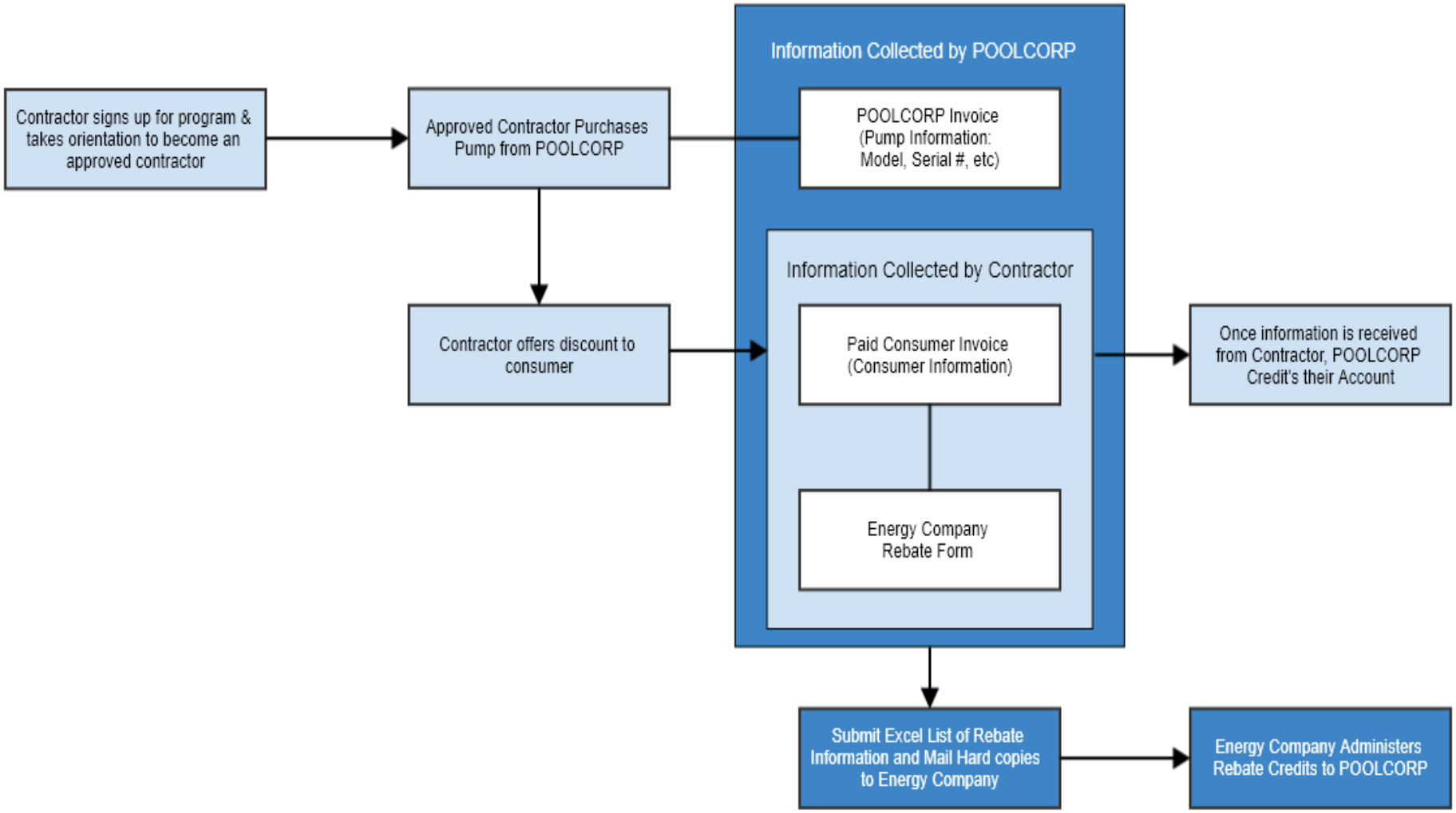
- Multi-step sign up
- Multiple forms
- Dependent on dealer to complete process
- Dealer turns in or uploads information
- Dealer waits for rebate

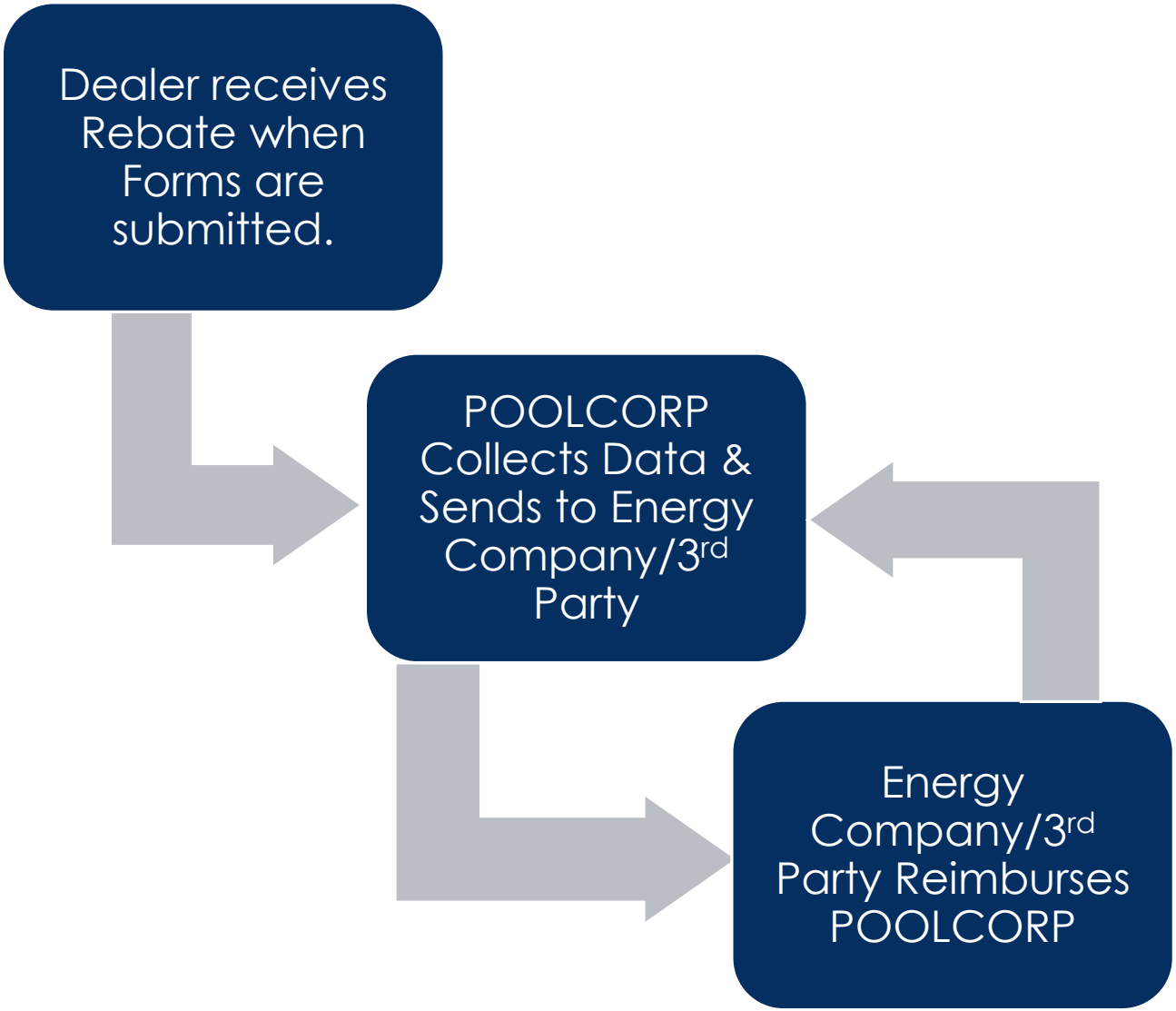
3RD PARTY FACILITATES REBATE PROGRAM


Contractor signs up for program & takes orientation to become an approved contractor through 3rd Party
Contractor offers discount to consumer
Information Collected by Contractor
Paid Consumer Invoice (Consumer Information)
Energy Company Rebate Form with Pump Information (Model, Serial #, etc)
Dealer Submits Forms & Documentation to 3rd Party. Waits for Reimbursement
If approved by 3rd party, dealer is reimbursed.

POOLCORP WORKING WITH 3RD PARTY

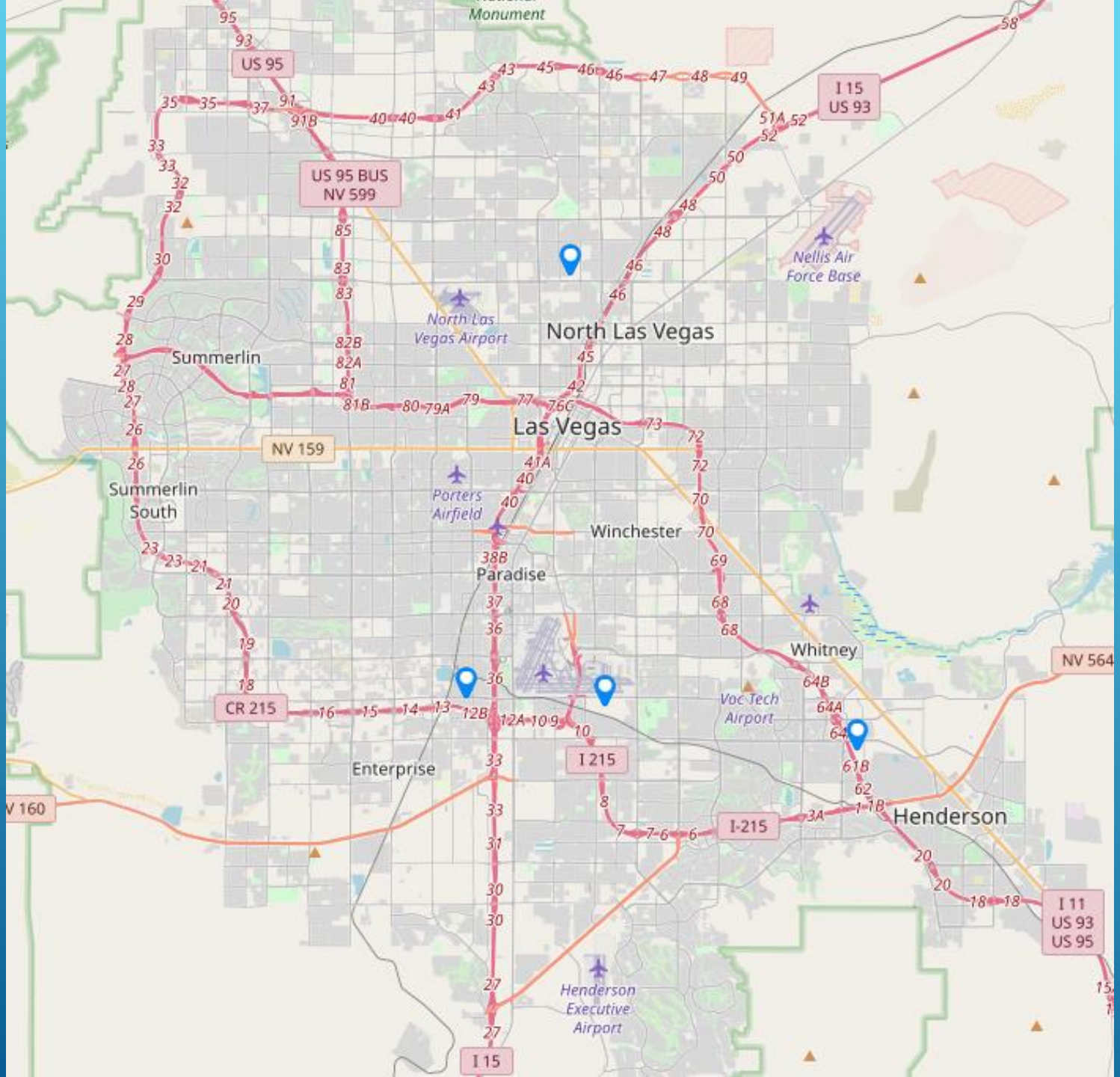
- Sign up, orientation, authorized all at the same time
- Abbreviated single page form
- POOLCORP advances the rebate dollars at the time the form is turned in to the sales center
- POOLCORP will bulk upload info to 3rd Party


Contractor signs up for program & takes orientation to become an approved contractor
Approved Contractor Purchases Pump from POOLCORP
Information Collected by POOLCORP
POOLCORP Invoice (Pump Information: Model, Serial #, etc)
Information Collected by Contractor
Paid Consumer Invoice (Consumer Information)
Energy Company Rebate Form
Contractor offers discount to consumer
Once information is received from Contractor, POOLCORP Credit's their Account
Submit Excel List of Rebate Information and Mail Hard copies to Energy Company
Energy Company Administers Rebate Credits to POOLCORP


Dealer receives Rebate when Forms are submitted.
POOLCORP Collects Data & Sends to Energy Company/3rd Party
Energy Company/3rd Party Reimburses POOLCORP

POOLCORP leverages our relationships with our dealers to streamline the process & add value to the service we provide them.

We are happy to work with Utilities to make their programs more successful.


US 95
US 95 BUS
NV 599
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US 93
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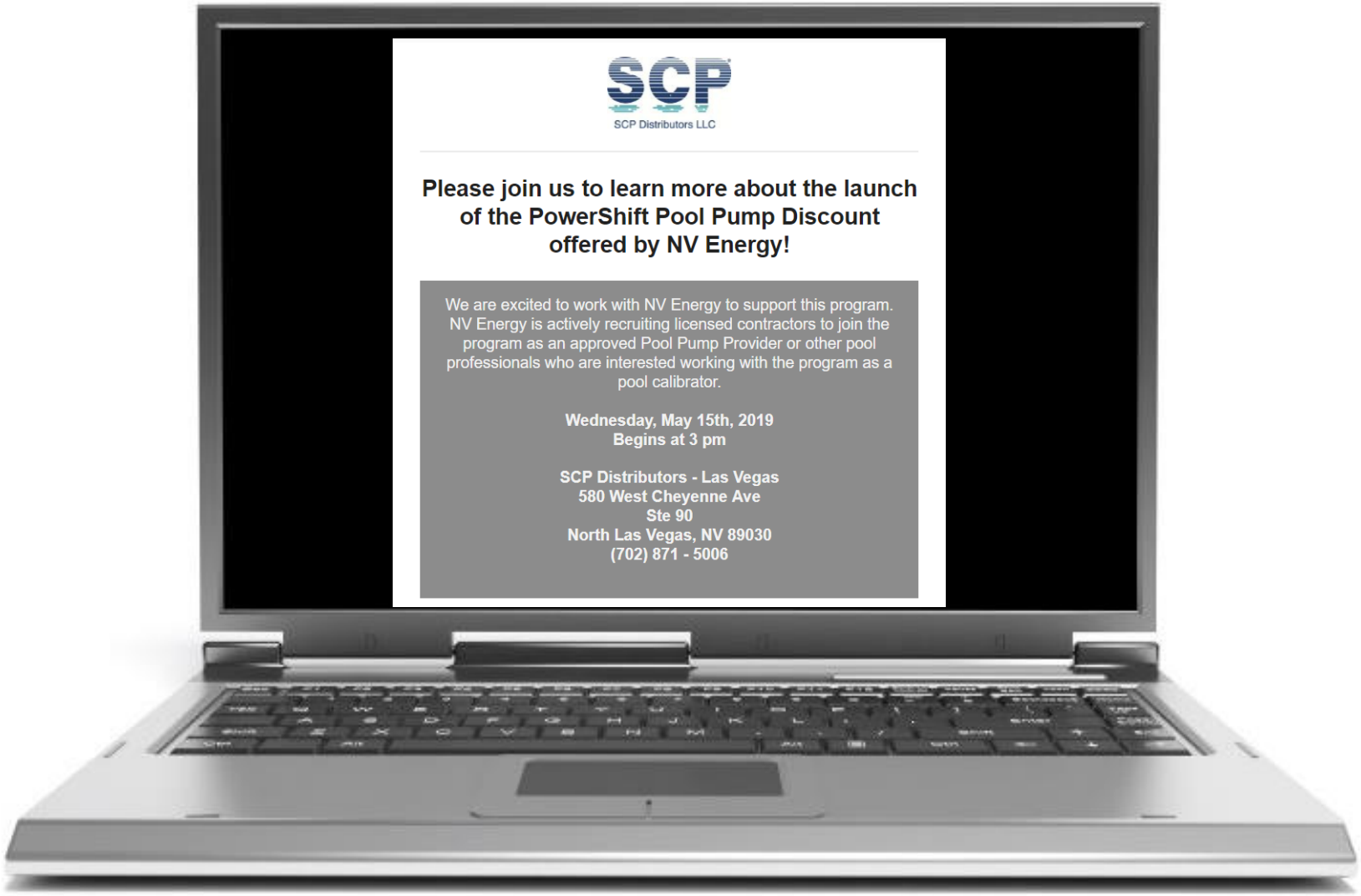
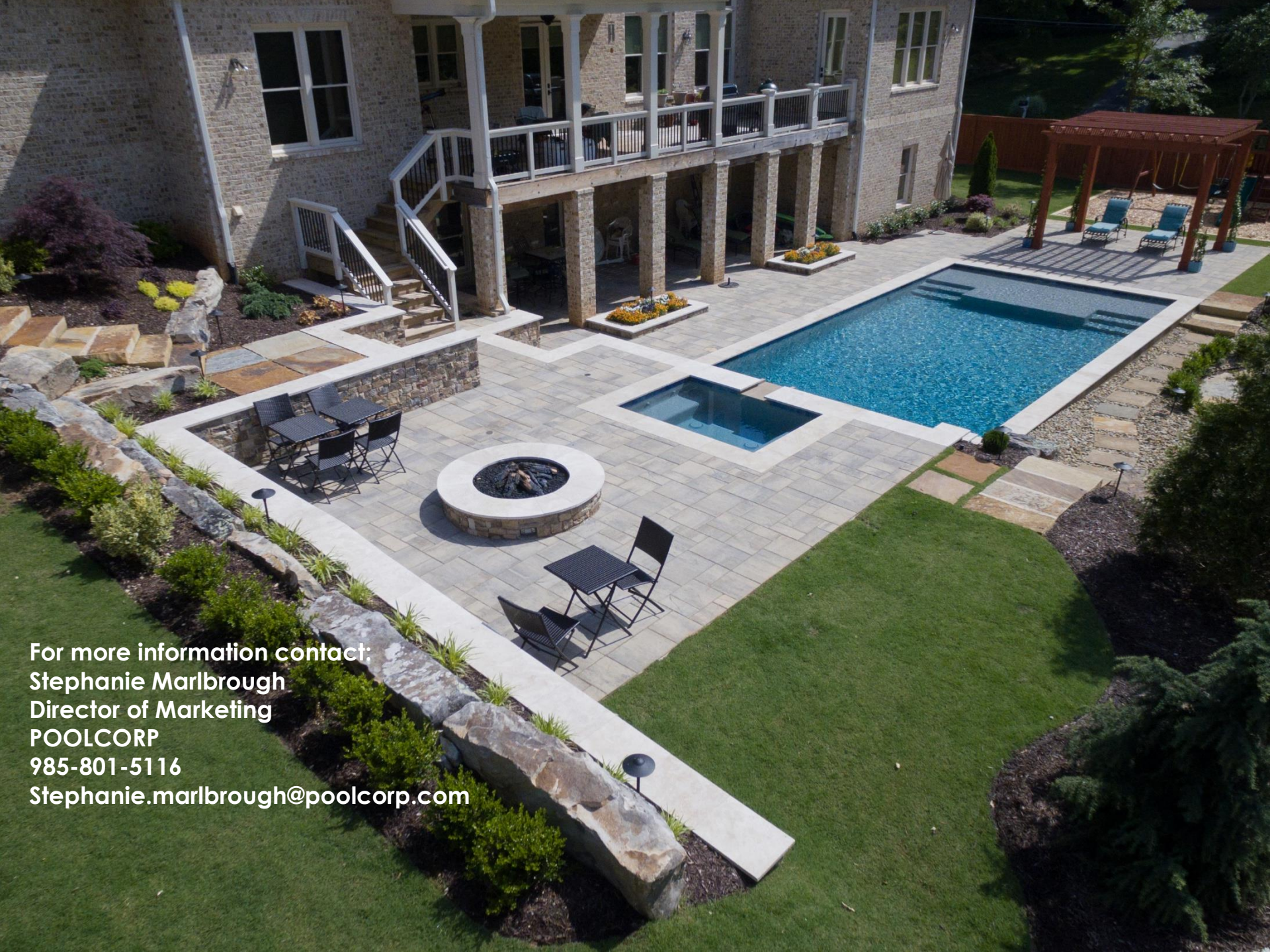
NV 564
North Las Vegas
Las Vegas
Summerlin
Summerlin South
Paradise
Winchester
Whitney
Enterprise
Henderson
North Las Vegas Airport
Nellis Air Force Base
Porters Airfield
Voc Tech Airport
Henderson Executive Airport
Monument


SCP
SCP Distributors LLC
Please join us to learn more about the launch of the PowerShift Pool Pump Discount offered by NV Energy!
We are excited to work with NV Energy to support this program. NV Energy is actively recruiting licensed contractors to join the program as an approved Pool Pump Provider or other pool professionals who are interested working with the program as a pool calibrator.
Wednesday, May 15th, 2019
Begins at 3 pm
SCP Distributors - Las Vegas
580 West Cheyenne Ave
Ste 90
North Las Vegas, NV 89030
(702) 871 - 5006

Questions?



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