



Empowering you to make
smart energy choices

Getting the Customer to Say Yes to ENERGY STAR Water Heaters: Best Practices in CT

Presented at the 2016 ENERGY STAR Partners Meeting
October 2016

Jennifer Parsons - UI, SCG, and CNG



Energize Connecticut

- Energize Connecticut is an initiative to help consumers save money and use clean, affordable energy.
- A partnership of the Energy Efficiency Fund, the Connecticut Green Bank, Department of Energy and Environmental Protection (DEEP), and the local electric and gas utilities.
- Efficiency incentive programs funded through the CT Energy Efficiency Fund.
 - Created in 1998 with natural gas programs added in 2005

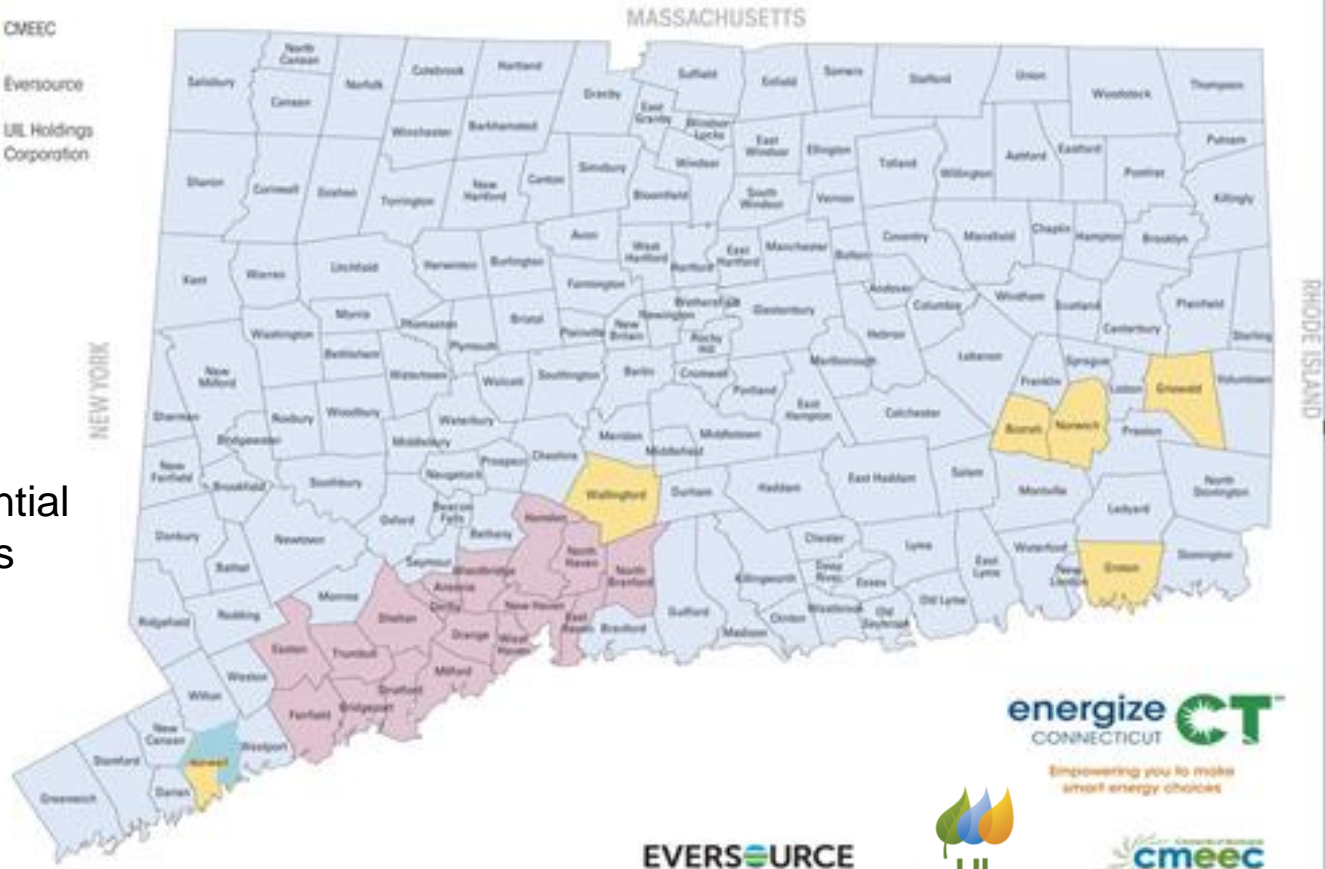


CT Electric Service Territory

1,325,000 Residential
Electric Customers

Electric Service Areas

-  CMEEC
-  Eversource
-  UIL Holdings Corporation



energize CT
CONNECTICUT

Empowering you to make
smart energy choices

EVERSOURCE
ENERGY



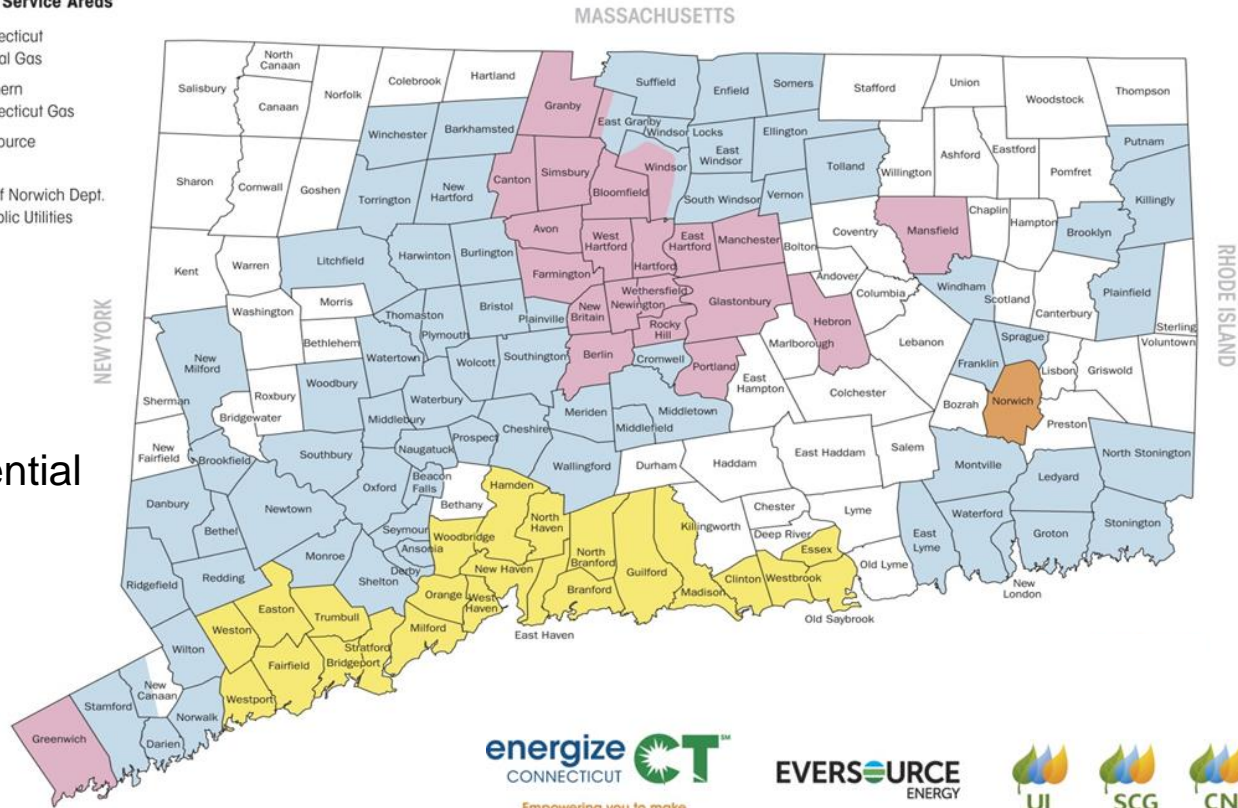
cmeec
Connecticut Municipal Electric Association

energize CT
CONNECTICUT

CT Natural Gas Service Territory

Natural Gas Service Areas

- Connecticut Natural Gas
- Southern Connecticut Gas
- Eversource
- City of Norwich Dept. of Public Utilities



442,000 Residential Gas Customers



Gas may not be available in all areas of towns served. Norwich is NOT participating in the Gas Upstream Rebate program.



Getting to YES in Connecticut

- Educated Contractors
- Easy Incentive/Rebate Redemption
- Stocked Shelves at the Distributor / Retailer
- Educated Customers

Educated Contractors: Outreach and Trainings

- General education emails and meetings about ENERGY STAR, incentives, and energy savings.
- Partner with equipment distributors and manufacturers to host installation trainings.



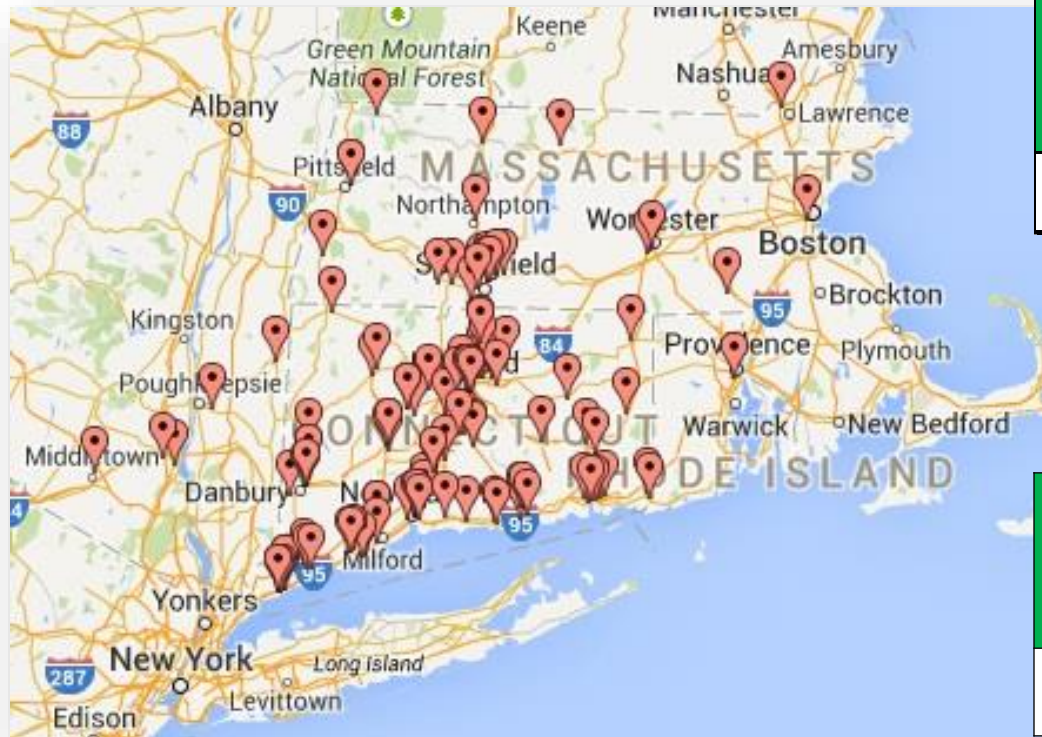
Easy Incentive Redemption: 2016 Residential Upstream Incentives

Eligible Equipment:

- ENERGY STAR® Natural Gas Water Heaters:
 - Tankless 0.94 EF+ = \$300
 - Condensing 95% TE = \$300
- ENERGY STAR® Heat Pump Water Heaters:
 - \$400 at participating equipment distributors
 - Or \$300 instant discount plus \$100 mail-in at retail
- Specific heating and circulator pump equipment also included

Easy Incentive Redemption: Distributor/Retailer Enrollment Success

- Program Pilot began October 2013
- Statewide Rollout April 2014



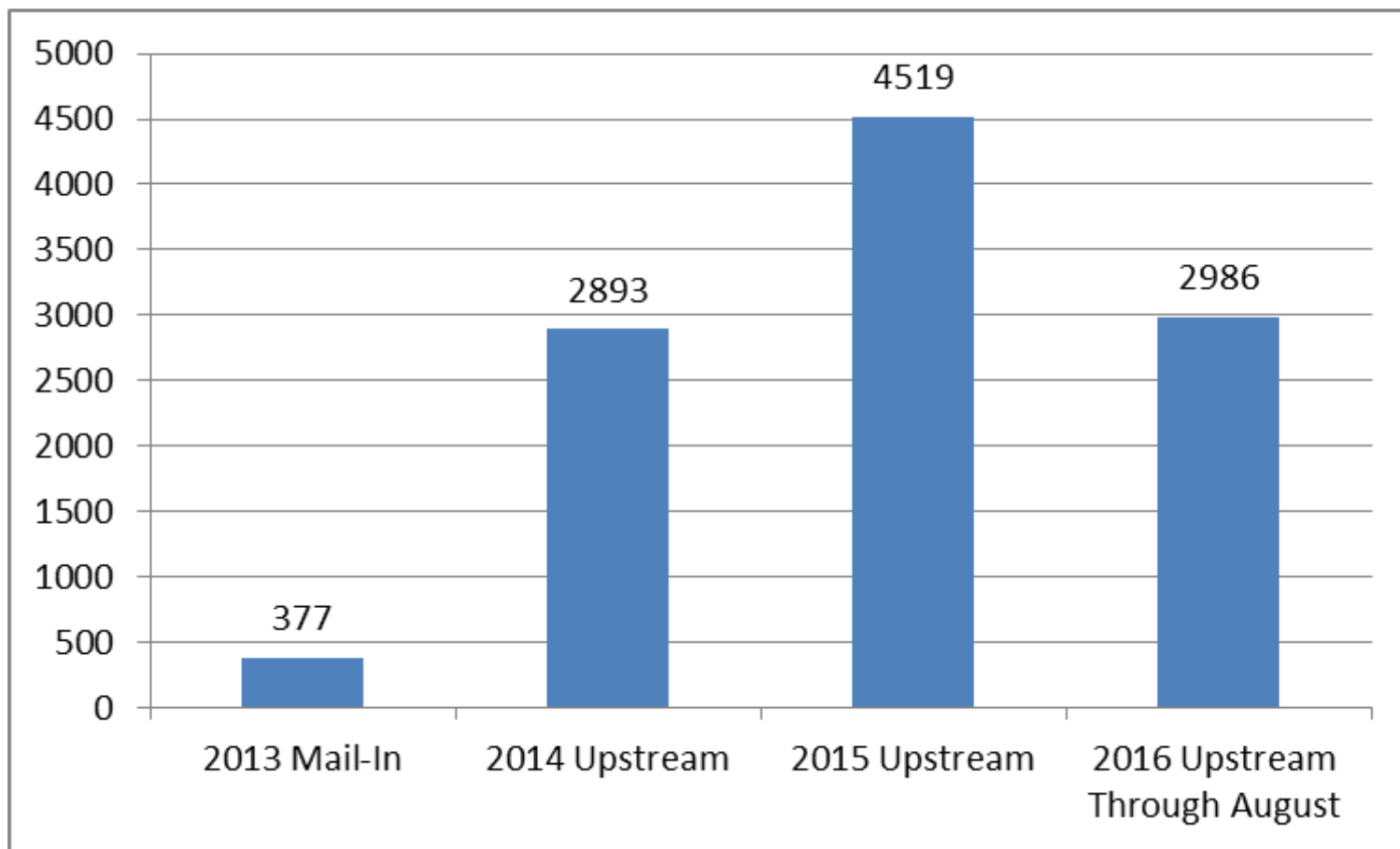
Participating Distributors	Participating Branch Locations
52	139

~ 99% distributor participation

Participating Retailers	Participating Locations
14	66

Stocked Shelves: Increase in Sales

ENERGY STAR Heat Pump and Natural Gas Water Heater Incentives Processed



Educated Customers: Marketing

- Point of Purchase (POP) Signage
- Radio
- Billboards
- TV appearances
- Educational webpages
- Geo-targeted web banner ads
- Targeted direct mail
- Customer testimonial promotion

ENERGY STAR® Natural Gas Water Heater
BIG SAVINGS NATURALLY!

INSTANT DISCOUNT \$300
PRICE OF PARTICIPATING MODELS REFLECTS ENERGIZE CONNECTICUT INSTANT DISCOUNT*

*Must provide a valid residential CMG, SCEG, or Eversource customer installation address.

ASK OUR SALES AND SERVICE TEAM FOR DETAILS.

For more information call
1-877 WISE USE
(877-947-3873)
Or visit
EnergizeCT.com

SPECIAL PRICING BROUGHT TO YOU BY

energize CONNECTICUT
energizing your home smart energy choices

EVERSOURCE ENERGY | ui | |

Energize Connecticut helps you save money and use clean energy. It is an initiative of the Energy Efficiency Fund, the Connecticut Green Bank, the State, and your local electric and gas utilities with funding from a charge on customer energy bills.

CR60-0214

energize CONNECTICUT

Heat Pump Water Heaters Use...

EVERSOURCE ENERGY | ui

energize CONNECTICUT

50% Less Energy Than Standard Electric Tanks!

EVERSOURCE ENERGY | ui

energize CONNECTICUT

Replace Yours Before it fails!

ENERGY STAR | Find Out More!

Heat Pump Water Heaters use **50% LESS ENERGY** Than standard electric water heaters!

ENERGY STAR | EnergizeCT.com | energize CONNECTICUT | EVERSOURCE ENERGY | ui

Questions?

Jenn Parsons – UI, SCG, CNG

jennifer.parsons@uinet.com

203-499-5935

Jesus Pernia – Eversource

jesus.pernia@eversource.com

860-665-5825

EnergizeCT.com/hpwh

EnergizeCT.com/gaswaterheating