Planned Residential 2016 Incentive Changes

Conservation Advisory Council

October 21, 2015

EnergyTrust of Oregon

Agenda

- 2016 Measure Changes
  - Existing Homes
  - Products
- Cross-Sector Savings Strategies

Existing Homes

Existing Homes Measure Changes

- Changes planned for January 1, 2016

Measures	Changes
Gas and electric water heating	Savings and incentive decreases, requirement changes for heat pump water heaters
Gas and electric heating	Savings and incentive decreases, requirement changes for ductless heat pumps and gas fireplace
Direct Installs	Savings and incentive decreases

Existing Homes Additional Changes

- Discontinue $75 EPS incentive
  - Transition focus to driving consumer demand for EPS and collaboration with market actors to build rater network
- Discontinue $100 multi-measure bonus

Incentive	Changes
Multi-Measure	Discontinue
EPS	Discontinue

Existing Homes Detailed Changes

Category	Measure	2015 Incentive	2016 Incentive	Notes
Heating	Direct-vent gas fireplace 70-74% FE	$250	$150	Electronic ignition required, savings decrease
	Direct-vent gas fireplace 75%+ FE	$350	$250	
	Direct-vent gas unit heater 80% AFUE (OR)	$100	Discontinued	Remove in OR, maintain in SWWA
	Ductless heat pump	$800	$800	9.0 HSPF minimum, savings decrease
	Gas furnace 95%+ AFUE (SWWA)	$350	$200	Incentive budget relief
	Gas furnace, rentals	$500	$550	Align with SWR
	Heat pump advanced controls, self-install	$150	$50	Align with Smart Thermostat measure
Direct Install	Direct install: LED A-lamp	$11	$9	Savings decrease
	Direct install: LED reflector	$15	$15	Savings decrease

Existing Homes Detailed Changes

Category	Measure	2015 Incentive	2016 Incentive	Notes
Water Heating and Treatment	Gas water heater .62-.66 EF (SWWA)	$35	Removed	Savings decrease, updated baseline
	Gas water heater .67 EF (SWWA)	$150	$100	Savings decrease, updated baseline
	Gas water heater .67 EF (OR)	$125	$100	Savings decrease, updated baseline
	Heat pump water heater, tier 1 small tank	$150	$150	55 gallons or less, simplified req's updated baseline
	Heat pump water heater, tier 1 large tank	$500	Discontinued	
	Heat pump water heater, tier 2 or 3 small tank	$500	$300	55 gallons or less, simplified req's updated baseline
	Heat pump water heater, tier 2 large tank	$500	Discontinued	
	Pool pump, 2 speed	$200	Discontinued	Remove 2 speed option, maintain variable speed

Products

Products

Measure	2015 Incentive	2016 Incentive	Notes
ENERGY STAR clothes washer	$50 or $70	$75	2016 is a standard, non-tiered offer solely for front loading ENERGY STAR certified clothes washers
ENERGY STAR refrigerator	$75	Discontinued	Energy Trust may introduce midstream incentives for a limited tier of units pending cost effectiveness screening
ENERGY STAR freezer	$35	Discontinued	
Refrigerator, freezer recycling	$20 or $40	$30	2016 is a standard offer regardless of age of unit retired
Clothes washer recycling	n/a	$30	New offer for 2016

Products

Measure	2015 Incentive	2016 Incentive	Notes
Heat pump water heater, tier 1 small tank – self-install	N/A	$150	55 gallons or less, simplified installation requirements
Heat pump water heater, tier 2 or 3 small tank – self-install	N/A	$300	55 gallons or less, simplified installation requirements

Cross-Sector Savings

Cross-Sector Savings Strategies

Measures	Strategy
Smart Thermostats	• Launching new $50 incentive across fuel types • 2016 strategy: drive sales online and in retail stores
Hearths	• Customer-facing incentive (thermal efficiency) • Upstream incentive (electronic ignition) • Savings applied across New & Existing Homes
Heat Pump Water Heaters	• Transitioning self-install savings from Existing Homes to Products program • New strategies for upstream water heating savings across programs

Gas Hearths

- Consistent methodology to record savings across the sector
- New upstream approach with hearth retailers and distributors for electronic ignition savings

Smart Thermostats

- Nest models only
  - Retail sales - Products program
  - Online & contractor sales - Existing Homes program
- 75% of regional Nest purchases at brick and mortar retail locations
- High heating savings opportunity
- Marketing efforts designed across programs

Heat Pump Water Heaters

- Water heating savings previously 100% allocated to Existing Homes program
- Self-install heat pump water heater savings - Products program to implement retail measure TBD 2016
- Trade ally installations - Existing Homes
- Drive installations across water heating fuel types and installer types through program collaboration
- Assess the best marketing and sorting strategies

Thank You

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