

Abstract for Proposed Panel: “Water Heaters- No Longer the Forgotten Appliance: Best Practices to Incorporate Water Heaters into Utilities’ Energy Efficiency Programs”

Moderator: Katherine Johnson

Panelists:

- Steve Koep, Marathon Water Heater
- Todd Grzybinski, AWHR
- Dave Harris, FAFCO

Water heaters have been the forgotten appliance in utility program implementation in recent years. But new technology innovations - including tankless and solar thermal designs coupled with quantum leaps in smart meter and load control communications - are driving a reemergence of utility programs designed and implemented to address this significant residential energy end use.

Objective: This panel discussion will present an overview of numerous programs sponsored by leading-edge cooperative, municipal and investor-owned utilities. The speakers’ discussion will center on best practices that influence the event-driven nature of water heater replacements, and the effectiveness of new water heating technologies.

Results/Achievements: This panel discussion will session attendees with the following information:

- Great Lakes Energy Cooperative’s lessons learned in implementing an aggressively-managed water heater promotion program at a leading-edge electric cooperative in Northern Michigan
- Florida Power and Light’s experience as an investor-owned utility that serves about half of the state of Florida with a water heater rental program is helping to achieve the utility’s market share goals and its plans to enhance the program to meet environmental
- Valley Electric Cooperative’s progress with its new solar water heating pilot program, which compares solar to electric only water heaters.

Why this presentation is worthy of selection: Water heating is the third largest energy end use in residential homes, but so far its potential for energy efficiency has been largely overlooked by most utilities. This panel discussion will provide attendees with the information they need to understand the savings potential of this technology and strategies to consider developing water heating efficiency programs.