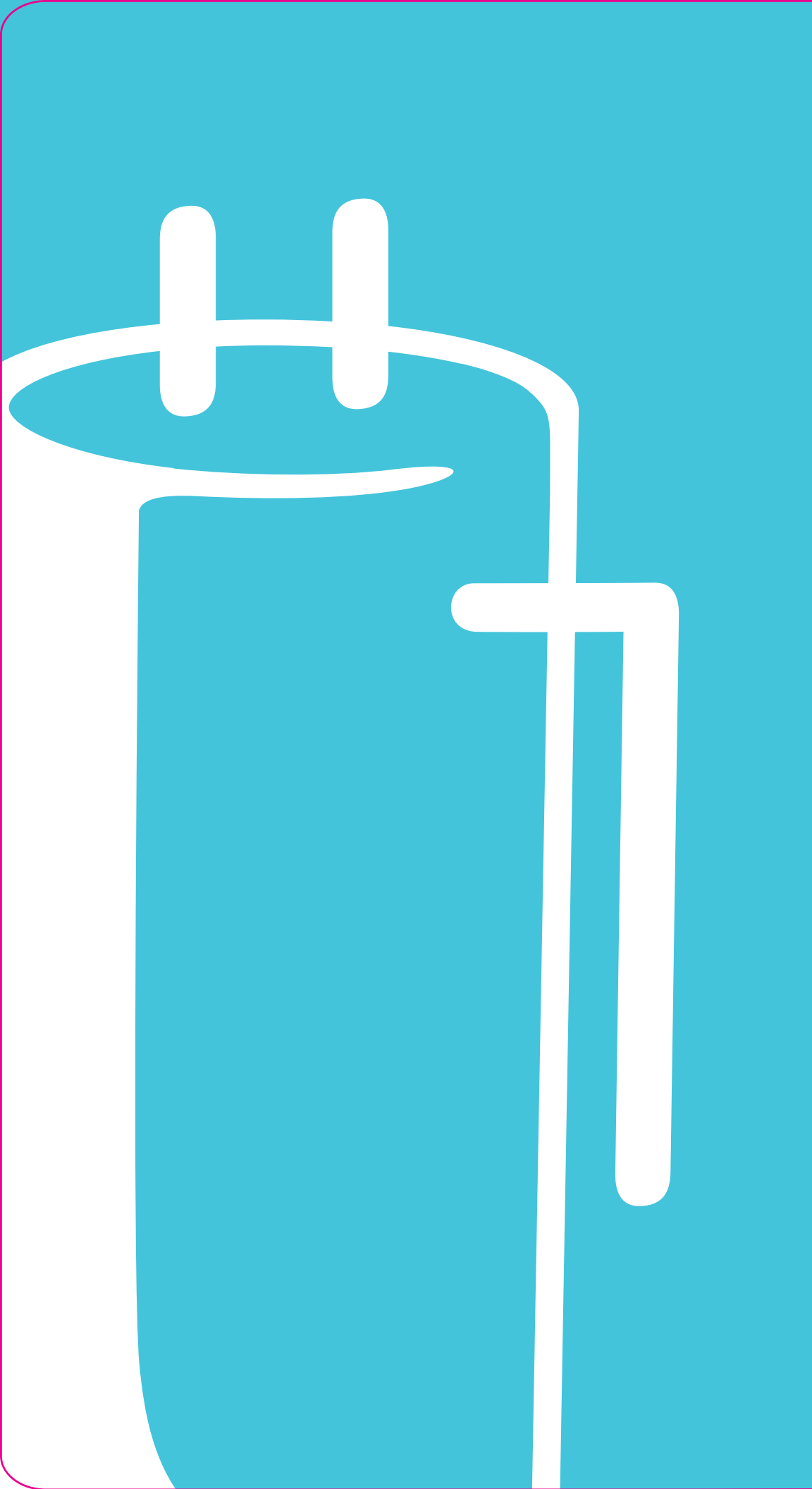


ENERGY-SAVING HANDBOOK

WATER HEATERS





Dear Retailer,

Thank you for supporting Energy Trust of Oregon's instant discounts on efficient gas and electric water heaters.

You can help customers remedy the pain of emergency water heater replacement—or be proactive and replace an older water heater before it becomes an emergency—through instant discounts on the most efficient model that fits their needs.

Between the kitchen, laundry and bathroom, hot water is always in demand, so it makes good sense to upgrade to an efficient water heater that saves energy and money.

Water heating is the second-largest home energy expense after heating and cooling, costing the average household between \$200 and \$400 each year. Your customers can purchase a more energy-efficient unit for energy savings and peace of mind, plus get instant discounts from Energy Trust between \$100 and \$300.

Remember, encouraging your customers to purchase energy-efficient products will help them save energy and money for years to come.

What support will I receive?

As a participating retailer, Energy Trust is pleased to offer you the following support:

- Training your staff on qualifying products
- Providing all necessary point-of-purchase marketing materials
- Conducting educational outreach events—at mutually agreed-upon times— to guide customers to qualifying products

Our team looks forward to working with your store. Your customers will enjoy products that help them save energy while you enjoy the added benefits of increased sales.

INSTANT DISCOUNTS AT-A-GLANCE

GAS WATER HEATERS

Water Heater Type	Instant Discount	Tank Size	Energy Efficiency*
Lower EF (Energy Factor) .66 or less	\$0	20 to 50 gallons	★
Higher EF .67 or more	\$100	20 to 50 gallons	★★
Tankless	\$0	No storage tank (hot water on demand)	★★★

*Efficiency ratings based on comparisons made between gas tankless and gas tank water heaters.

ELECTRIC WATER HEATERS

Water Heater Type	Instant Discount	Tank Size	Energy Efficiency*
Standard Electric Storage Tank	\$0	30 to 50 gallons	★
Tier 1 Heat Pump Water Heater	\$150	55 gallons or less	★★
Tier 2 Heat Pump Water Heater	\$300	55 gallons or less	★★★
Tier 3 Heat Pump Water Heater	\$300	Any tank size	★★★

*Efficiency ratings based on comparisons made between heat pump water heaters and standard electric water heaters.

HOW CUSTOMERS GET INSTANT DISCOUNTS

Instant discounts are available only at select retailer store locations in Oregon. Because your store offers instant discounts, customers do not have to fill out incentive application forms or wait to receive cash back for their purchase.

STEP 1: Purchase a qualifying model

Visit www.energytrust.org/hotwater to find a current list of qualifying water heaters. In store, qualifying models will be indicated by an instant discount sticker placed next to the qualifying product price sticker.

STEP 2: Receive discount at checkout

When a customer purchases a qualifying water heater, the price paid is the shelf price and already includes the instant discount from Energy Trust.

Questions about qualifying products? Call us at **1.877.283.0702**

WHICH WATER HEATER IS RIGHT?

Help your customers find the right water heater for their home by using the steps below. For a full list of water heater considerations, look for the Energy Trust water heater signage.

STEP 1:

Select fuel type—gas or electric? Replacement is simplest by keeping the same fuel type and installation location.

STEP 2:

Determine tank size need based on household size, number of bathrooms and average water use.

STEP 3:

Compare the energy efficiency rating to find a model that saves energy and money.



RETAILER FAQs

Will a new water heater reduce energy bills?

More than 20 percent of a home's energy is used to heat water, so customers may be able to lower utility bills with a more efficient model. The actual energy savings from installing a high-efficiency water heater will vary depending on the home's characteristics and usage.

What makes an ENERGY STAR® gas tank water heater more efficient than a standard model?

ENERGY STAR gas tank water heaters meet stricter efficiency requirements than standard models and include increased insulation, improved flue baffles, electronic ignition and/or electromechanical flue damper.

What makes a heat pump water heater more efficient than a standard model?

Heat pump water heaters use electricity to move heat from one place to another instead of generating heat directly. Therefore, they can be two to three times more energy efficient than conventional electric resistance water heaters. To move the heat, heat pumps work like a refrigerator in reverse.

What do the Tiers mean for heat pump water heaters?

In addition to ENERGY STAR requirements, Northwest Energy Efficiency Alliance (NEEA) has tested and rated heat pump water heater efficiency in our climate. Tier 1 products are in compliance with ENERGY STAR basic requirements, while Tiers 2 and 3 offer additional features and higher minimum Energy Factor (EF).

Are there incentives for gas tankless or condensing water heaters?

No. While Energy Trust understands that tankless water heaters may be a desirable option in certain scenarios and are energy efficient, they often cost considerably more than ENERGY STAR tank water heaters; efficient gas tank water heaters are usually a better option for consumer dollars.

Are there incentives for hybrid gas water heaters?

No. Further testing of the hybrid gas water heater category is needed to determine their energy savings potential. However, qualifying hybrid electric water heaters, usually referred to as heat pump water heaters, are eligible for incentives.

Can customers still get an incentive if a contractor installs their water heater?

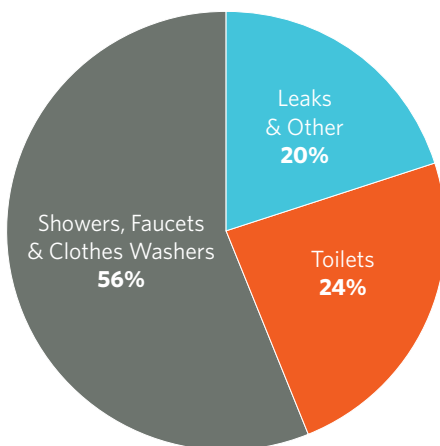
Yes, customers who purchase a water heater from a retailer offering instant discounts but have it installed by a contractor are still able to receive an incentive at checkout.

WATER AND ENERGY USE FAQs

According to the U.S. Environmental Protection Agency's WaterSense® program:

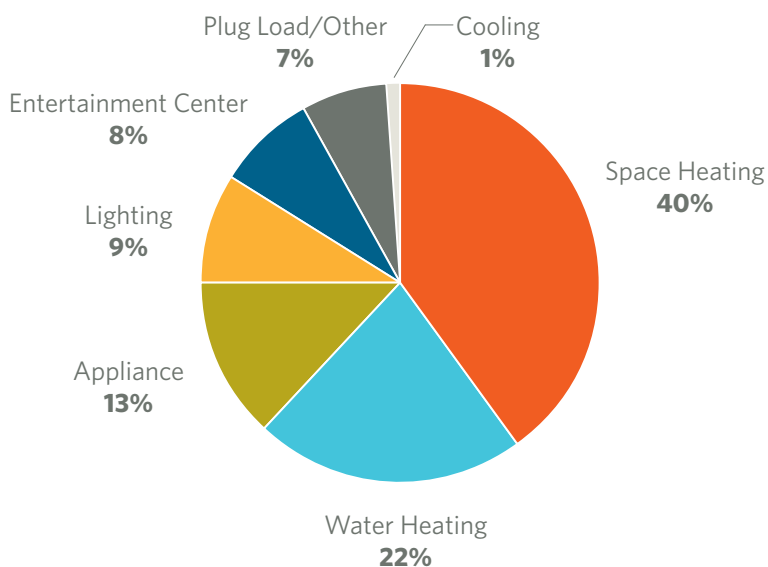
- The average family uses more than 300 gallons of water per day at home.
- About 70 percent of that water is used indoors, with the bathroom consuming the most.
- Most of our water is used in the bathroom, kitchen and laundry. Much of this is hot water, which makes water heating the second highest home energy cost.

AVERAGE INDOOR WATER USE



Source: WaterSense 2017

AVERAGE ELECTRICITY USE IN OREGON HOMES



Source: Energy Trust of Oregon 2017



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Energy Trust of Oregon is an independent nonprofit organization dedicated to helping utility customers benefit from saving energy and generating renewable power. Our services, cash incentives and energy solutions have helped participating customers of Portland General Electric, Pacific Power, NW Natural, Cascade Natural Gas and Avista save on energy bills. Our work helps keep energy costs as low as possible, creates jobs and builds a sustainable energy future.

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