



Beneficial Electrification- Market Development

Electrify Iowa!

Justin Margolies, September 5, 2019

Slipstream

- Nonprofit founded in 1980
- Mission to champion and deliver innovative energy initiatives that produce enduring economic and environmental benefits for all
- How we deliver on mission
 - Research
 - Energy efficiency programs
 - Clean energy financing
 - Technical training and certifications
 - Marketing, planning, and support services

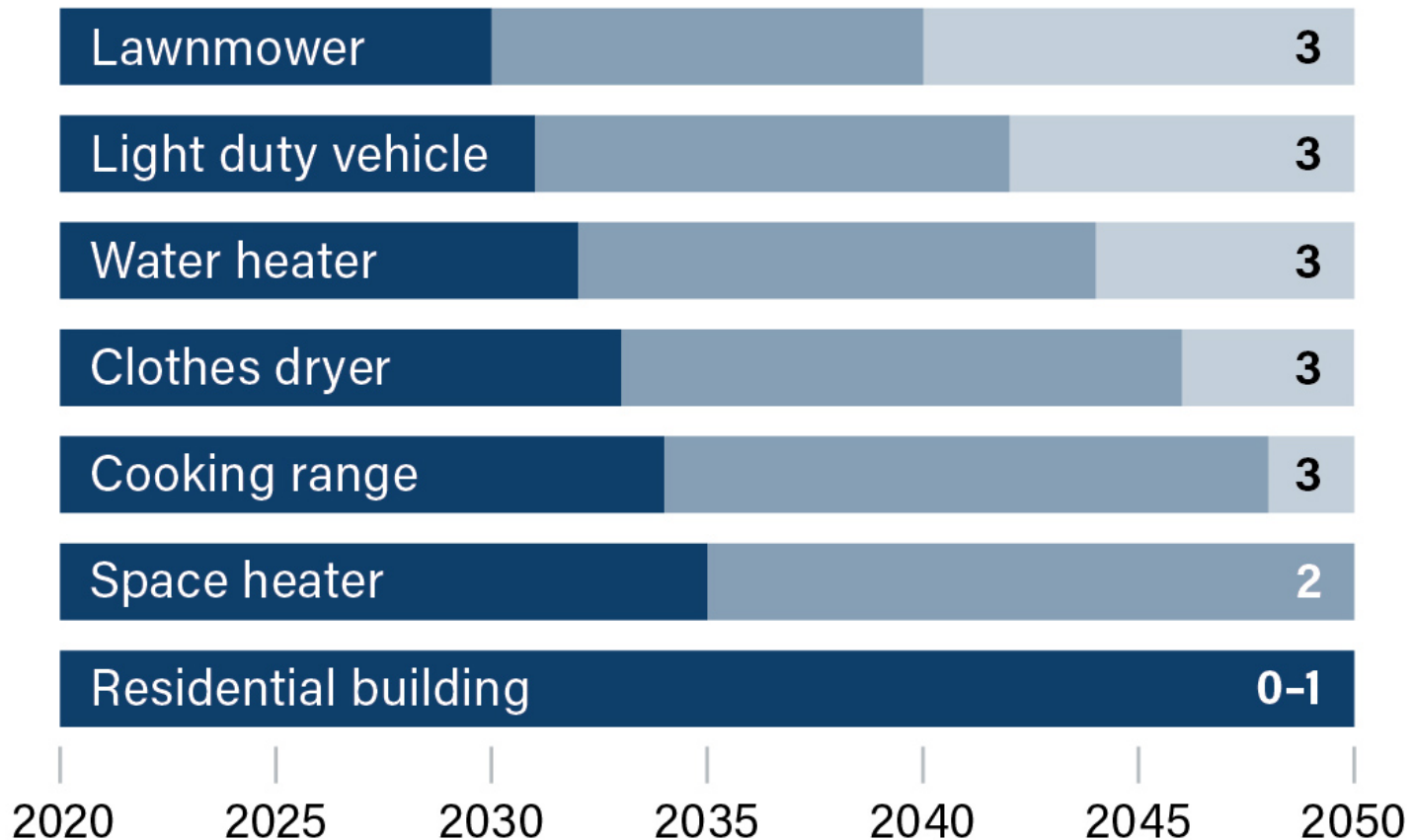


Everything new is old again

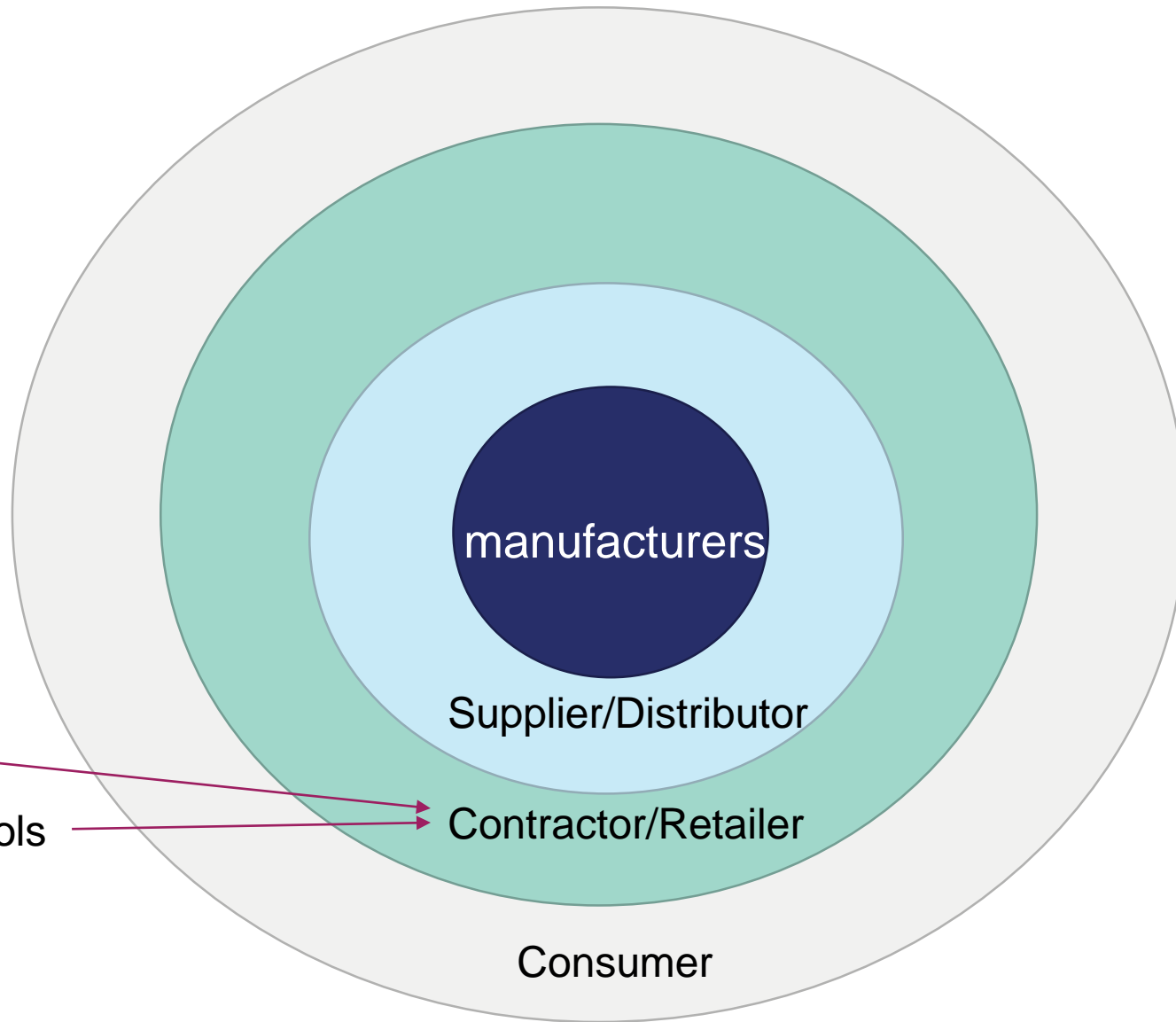


We just need to move a lot faster

NUMBER OF OPPORTUNITIES TO ELECTRIFY



Characterize the market



Builders

Tech Schools

manufacturers

Supplier/Distributor

Contractor/Retailer

Consumer



Identify interventions

- Program logic model
 - Start with the outcomes
 - External forces
 - Partnerships
 - Address first cost barrier
 - Marketing, education and outreach

$$1 + 1 = 2$$



Example 1: Highlight best performers



NEEP'S COLD CLIMATE AIR SOURCE

Heat Pump List

Heating / Cooling	Outdoor Dry Bulb	Indoor Dry Bulb	Unit	Min	Rated	Max
Heating	5°F	70°F	Btu/h	22,000	-	28,400
			kW	3.66	-	4.75
			COP	1.76	-	1.75
Heating	17°F	70°F	Btu/h	20,660	34,000	34,400
			kW	2.61	4.74	4.59
			COP	2.32	2.1	2.2
Heating	47°F	70°F	Btu/h	12,100	42,500	43,100
			kW	0.76	2.2	3.48
			COP	4.67	5.66	3.63
Cooling	82°F	80°F	Btu/h	15,630	-	51,060
			kW	0.35	-	3.19
			COP	13.09	-	4.69
Cooling	95°F	80°F	Btu/h	13,100	47,000	48,100
			kW	1	3.76	3.7
			COP	3.84	3.66	3.81



TRANE

AHRI #: **10093499**

Outdoor Unit #: **4TWW0048A1**

Indoor Unit #: **TAM9A0C48V41**

Singlezone Ducted, Centrally Ducted

🔥 **28,400** Max Btu/hr @**5°F**

🔥 **42,500** Rated Btu/hr @**47°F**

❄️ 47,000 Btu

COP @5°F: **1.75**

HSPF: **10**



Example 2: The case for case studies

- For consumers
- For contractors

Energy Efficiency at Home

HVAC upgrades transform
120 year old farmhouse



Example 3: Channel partnerships

- Midstream incentives
- Training and education
- HPWH instant retail coupon

Heat Pump Water Heaters use less than half the energy of standard electric water heaters.

Save More Money

- Save a total of \$700 when you combine a \$500 instant discount from Energy Trust of Oregon and a \$200 instant rebate from A. O. Smith.
- Save between \$160 and \$330 on your electric bill every year.

Get the same reliable hot water you're accustomed to. That means no surprises, only savings.



HUGE SAVINGS!
\$700
Off Qualifying Models

UPGRADE NOW AND WARM UP TO SAVINGS

*Based on energy savings estimate for Best Buy Water Heaters based on the ENERGY STAR website. <http://www.energystar.gov/wh/wh.html>. Actual energy savings may vary based on local utility rates.



How will we scale?

NUMBER OF OPPORTUNITIES TO ELECTRIFY

