

Heat Pump Water Heaters-a new approach to DRIVE adoption

PeakEE Team

Peak Harvest; PeakEE program development;
overall manager

Experts on
HPWHs
and
utilities

NEEA;
Northwest
Energy
Efficiency
Alliance,
Geoff
Wickes;
ComEd,
Mark
Milby

Delivery
and routing
software
and app

Dispatch
Track used
in 750,000
daily US
deliveries;
Bob Bauer

Plumbing
contractor
doing HPWH
installs

Great
Northwest
Installations;
Portland, OR;
completes
about 1% of
total HPWH
installs; Steve
Brotton

Nationwide
Marketing
Group
retailers

Standard;
Portland, OR;
Jeff Jarvis
Ventura;
Fresno, CA;
Mark Shirin
Spicher's;
Hagerstown,
MD; Curt
Spicher

PeakEE Innovative Concept

Leverage IRA and local utility incentives to drive pre-failure replacement of water heaters to HPWHs based on energy savings and a quick payback.

Develop leads for HPWH sales through home appliance D&I and repair tech teams already going into the homes.

Build upon existing delivery software to capture and analyze the data from the home.

Attract plumbers to do HPWH installs based on the detail installation information captured while in the home.

Make it easy for the customer to say YES based on the completeness of the proposal and the short payback period.

Expand to more markets and shift the business model to be self-funding by the manufacturers, retailers, and plumbers.