

Heat Pump Water Heaters: A Good Fit with other Efficiency Projects

You're in the business of helping customers get the most comfort while financing projects to improve their home. When planning a project that includes energy efficiency, be sure to educate your customers about the benefits of putting in a heat pump water heater at the same time.

Why heat pump water heating?

Heat pump water heaters are highly energy efficient. Homeowners who switch from a conventional natural gas water heater to an electric heat pump water heater can:

- Save energy and money
- Reduce air pollution
- Reduce carbon emissions that contribute to climate change

Plan ahead to save time & money

Right now, many customers can take advantage of big rebates on residential HPWH installations. Planning ahead for a future HPWH installation makes sense to reduce delays when their gas water heater fails.

Solar and HPWHs go hand in hand. Consider increasing the solar system's capacity to accommodate a future HPWH, which typically uses approximately 1000 kW/year.



Frequently Asked Questions:

What do heat pump water heaters cost?

They cost more than gas or conventional electric water heaters, but the energy savings can make up for the initial cost difference. Installation costs may include an upgrade to the electrical service panel. Planning for HPWH installations ahead of time and when financing other projects may help bring down the overall cost of the electrical work.

Is installation difficult?

No, but not all contractors have HPWH experience. Your customer should use one who does, and one who is enrolled in the rebate programs listed below.

Are there rebates for HPWHs?

Yes! Rebates are currently available to homeowners all across the region. See this list for more information:

List of Incentive Programs

All of these incentive programs support the installation of Heat Pump Water Heaters (electric) to replace gas water heaters in existing buildings. They apply to single family homes, and some may also apply to single units in multifamily buildings. Please visit the program websites for more details and contact information. Some websites maintain lists of enrolled contractors/installers as a resource to you.

| Program | Incentive Amount | Who Applies? | Eligible Customers | Website |
|----------------------------------|------------------|------------------------|--|--|
| BayREN Home+* | \$1,000 | Customer or Contractor | Residents of all 9 Bay Area Counties (excluding Palo Alto residents) | bayrenresidential.org/get-rebates |
| BayREN HPWH Contractor Incentive | \$1,000 | Contractor** | MCE, EBCE, and CleanPowerSF Customers (Administered by BayREN) | bayren.org/hpwh |
| City of Alameda | \$1,500 | Customer | Alameda Municipal Power Residential Customers | alameda.dsmtracker.com/shop/residential-rebates |
| Electrify Marin | \$1,000 | Customer | Residents of Marin County | marincounty.org/depts/cd/divisions/sustainability/energy-programs/electrify |
| Electrify San Jose Rebates | Up to \$6,000 | Customer | City of San Jose Residents | sanjoseca.gov/your-government/departments-offices/environmental-services/climate-smart-san-jos/electrify-san-jos |
| Future Fit | \$1,000-\$3,500 | Customer | Silicon Valley Clean Energy Customers | svcleanenergy.org/water-heating |
| GridSavvy | \$700-\$1,000 | Customer or Contractor | Sonoma Clean Power Customers | sonomacleanpower.org/programs/gridsavvy |
| Palo Alto HPWH Program | \$500-\$1,500 | Customer | Palo Alto Utility Customers | cityofpaloalto.org/gov/depts/uti/residents/save_energy_n_water/rebates |

*Can be layered with other BayREN/CCA-funded programs if project meets criteria for both programs

**Application may be submitted through BayREN Home+

For Residents 9/23/2020



For rebates and additional details on heat pump water heaters, visit:
www.bayren.org/water-heaters