Enroll your HPWH customers in Demand Response and load shifting programs

## Background

TECH Clean California contractors can earn $50 in extra incentives and increase the value that their customers get from their new HPWH by helping their customers enroll in one of a handful of programs. These programs will help customers save on their electricity bills, and many of them actually pay customers to sign up.

The [TECH Electrification Knowledge Hub](https://aea.us.org/tech-electrification-knowledge-hub/) has a new onboarding training with more details on why it’s important for contractors to help customers enroll in these programs at the time of installation and how contractors earn the $50 incentive.

This flyer describes each of the available programs for HPWH customers to enroll in and how contractors can help them do so. Utilities and other program providers continue to add more programs, so be sure to check back for updates to this flyer.

## Programs summary

Each of the programs described here help your customers maximize energy cost savings by lowering energy usage during the most expensive time of day. Shifting energy usage away from these times of day when demand on the electricity grid is at its highest allows customers to contribute to making clean energy more abundant and affordable for everyone.

Table including:

* Customer enrollment incentive
* Customer ongoing incentives
* Eligible for contractor enrollment bonus (y/n)
* TMV required (y/n)
* Single-family, multifamily, or both

**Programs that are eligible for the contractor $50 enrollment incentive**

### PG&E WatterSaver

##### What is WatterSaver?

WatterSaver is a new pilot program available to Pacific Gas and Electric Company (PG&E) electricity customers that optimizes the operation and energy use of electric water heaters to automatically heat water at lower electricity costs, without sacrificing comfort. WatterSaver uses Wi-Fi or cellular technology to connect to heat pump water heaters (HPWHs) or electric resistance water heaters.

##### How the customer benefits

Customers will receive:

* $50 gift card for enrolling with the option to choose from three major retailers
* $5 for each month they remain in WatterSaver
* Gift cards of up to $15 every three months

##### Customer eligibility

A customer must be a PG&E electricity or a CCA customer in PG&E territory enrolled on a Time-of-Use (TOU) rate.

##### Equipment eligibility

HPWHs and electric resistance water heaters are both eligible. HPWHs must be able to be controlled remotely. This can be done with units that have integrated Wi-Fi or are compatible with an addon CTA-2045 module (called “EcoPort”). Add-ons are available at no cost through WatterSaver. Most common models on the market can be connected, but please check www.wattersaver.com/what-works/ or contact support@watter-saver.com to confirm.

A thermostatic mixing valve is required to participate in WatterSaver unless otherwise approved.

How to enroll

Go to www.watter-saver.com and click Sign Me Up. This process should take under 10 minutes once the water heater has been connected to the home Wi-Fi.

##### More information

To learn more visit: www.Watter-Saver.com or email [support@watter-saver.com](mailto:support@watter-saver.com). See the <https://www.watter-saver.com/resources/> page to download flyers with more information for contractors and customers.

**SMUD PowerMinder**

*What is PowerMinder?*

PowerMinder is a real-time, cloud-based technology that adjusts customer’s HPWH to maximize energy cost savings without disrupting hot water service. The water heater will be optimized on the Time-of-Day (TOD) Rate by heating water up to a higher temperature during off peak hours and consuming more renewable energy at lower electricity rates.

*How the customer benefits*

Customers will receive:

* one-time $150 incentive for enrolling
* $2 monthly credit on their SMUD electricity bill throughout the 2-year program term

*Customer eligibility*

Customers must be the SMUD accountholder. Home must be a single-family dwelling

*Equipment eligibility*

Currently only the Rheem system is compatible with this pilot. Water heaters with a recirculation pump are not a good fit for this pilot. Additionally, PowerMinder only works when a water heater has a thermostatic mixing valve (TMV) installed. TMV’s are a physical component installed on a water heater that blends hot water with cold water to ensure a constant, safe water faucet outlet temperature.

*How to enroll*

1. Download the EcoNet app and connect your heat pump water heater to the app.
2. Before enrolling, please verify you can access your water heater home screen in the EcoNet app
3. If you can control your water heater with the EcoNet app, continue with enrollment and have your EcoNet login username and password ready.
4. If you can’t see or control your water heater and you need help connecting your water heater using the EcoNet app, contact Rheem EcoNet support at 1-800-255-2388 and tell them you are participating in SMUD’s PowerMinder program.
5. Enroll your heat pump water heater program: <https://smud.virtualpeaker.io/byod/#/signup/powerminder>

*More information*

To learn more visit: <https://www.smud.org/en/Corporate/Landing-Pages/PowerMinder>

**OhmConnect**

*What is OhmConnect?*

OhmConnect is a free program that pays their members to save money by increasing their energy efficiency. Year round, about 1-2 times a week, OhmConnect has “OhmHours,” times when energy is most expensive, the grid is stressed, and peaker power plants are turned on (the most polluting, dirty, and expensive power plants out there) so members are asked to use less power. Smart devices are the best way to reduce energy bills and earn money as they allow members to save energy without lifting a finger in addition to manually reducing energy during an OhmHour.

*How the member benefits*

Not only will you **save money on your electricity bill**, but you’ll also earn rewards for saving energy when it matters most:

1. $50 welcome gift just for joining OhmConnect
2. Gift cards from your favorite brands
3. Daily prize drawings of $100 all summer
4. Big prize drawings ($5,000 value) every two weeks

*Customer eligibility*   
All homeowners and renters with a PG&E, SCE, or SDG&E electric account are eligible!   
  
*Equipment eligibility*   
No devices are required to participate in OhmConnect, but a smart device like a smart water heater, smart plug, or smart thermostat does help customers save energy more easily by enabling them to control energy use remotely. For water heaters, Rheem and Rudd are brands that can connect to the OhmConnect platform.

*How to enroll*   
Contractors can provide a brief overview of what OhmConnect is – *a free program that pays customers $50 for enrolling and year round to reduce energy and save them 10% or more with a connected smart device.* Customers can then scan the QR code or visit ohmconnect.com/energysolutions to sign up and claim their $50 gift.

  
*More information*   
To learn more visit: www.OhmConnect.com/energysolutions

## Other programs that customers can enroll in

These programs will still provide value to your customers just like the programs in the section above but are not yet eligible for the contractor $50 enrollment incentive. TECH Clean California is actively working on forming agreements with program administrators so that more programs are eligible for the contractor enrollment incentive.

### GridSavvy

Once launched, GridSavvy will enable customers to program either their smart thermostat, EV charger, and heat pump water heater to use energy at off peak times to reduce grid strain. More details will be provided soon. More information is coming soon with the program planned to launch in summer 2022