

# BayREN Heat Pump Water Heater Incentive for Contractors

BayREN and participating Bay Area electricity suppliers are offering an incentive up to \$1,000—paid directly to licensed contractors—for replacing their customers' natural gas or propane residential water heaters with high efficiency heat pump water heaters.



**Contractors**

Replace your  
customer's  
non-electric water  
heater with a  
heat pump water  
heater and get

**\$1,000 cash back**

## BENEFITS

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

## NOW IS THE TIME TO SWITCH

Heat pump water heaters can cost more than conventional gas or electric water heaters, but the energy savings saves money over time. And with the BayREN \$1,000 incentive for contractors—along with rebates and credits available for homeowners, including BayREN's \$1,000 Home+ incentive—there has never been a better time to switch to heat pump water heating.

## Added value for homes with solar

If your customer has a solar electricity system or is considering installing one, they will see even greater benefits if they switch to heat pump water heating. They are powered by electricity, so the solar electric system can be sized to produce enough electricity to offset most or all of the water heater's energy costs. For homeowners wishing to fully electrify their homes, an HPWH is a must.

## Proven technology

A heat pump water heater works like a refrigerator in reverse. It uses electricity and a refrigerant to take heat from the surrounding air and transfer it to the water in the tank.

## Learn more

[www.bayren.org/hpwh](http://www.bayren.org/hpwh)

# BAYREN HEAT PUMP WATER HEATER INCENTIVE

## Contractor Application Process:

1. Review the eligibility criteria below.
2. Go to [www.bayren.org/hpwh](http://www.bayren.org/hpwh) and complete the Contractor Participation Agreement.
3. Once enrolled, incentive processing is easy through a log-in portal.

Program Details	Eligibility Criteria
<b>Incentive Details</b>	<ul style="list-style-type: none"><li>• \$1,000 per heat pump water heater installed</li><li>• Paid directly to the participating contractor</li></ul>
<b>Contractor Eligibility</b>	<ul style="list-style-type: none"><li>• Must be a licensed contractor holding C-20, C-36 or General B license</li><li>• Must complete the program participation agreement</li></ul>
<b>Site/Customer Eligibility</b>	<ul style="list-style-type: none"><li>• The homeowner must be a current customer of one of these participating electricity suppliers (expected incentive program start date is in parenthesis):<ul style="list-style-type: none"><li>○ East Bay Community Energy (May 2020)</li><li>○ MCE (May 2020)</li><li>○ CleanPowerSF (Summer 2020)</li></ul></li></ul>
<b>Equipment Eligibility</b>	<ul style="list-style-type: none"><li>• The heat pump water heater must:<ul style="list-style-type: none"><li>○ Be replacing an existing natural gas or propane water heater</li><li>○ Have a Uniform Energy Factor (UEF) of 3.1 or greater</li><li>○ Have grid-connected capabilities</li><li>○ Be listed on the program's Qualified Products List</li></ul></li></ul>

**READY TO GET STARTED? GO TO**

[www.bayren.org/hpwh](http://www.bayren.org/hpwh)