

DOCKETED	
Docket Number:	22-DECARB-01
Project Title:	Heat Pump and Decarbonization Goals
TN #:	242597
Document Title:	Presentation - Rheem to CEC Staff Workshop
Description:	Presentation from Karen Meyers (Rheem)
Filer:	Gabriel Taylor
Organization:	Rheem
Submitter Role:	Public
Submission Date:	4/6/2022 3:17:18 PM
Docketed Date:	4/6/2022



CALIFORNIA ENERGY COMMISSION | RHEEM

April 5, 2022



WATER HEATING

RHEEM OVERVIEW

Rheem, founded nearly 100 years ago in 1925, is the only manufacturer in the world that produces heating, cooling, water heating, pool heating and commercial refrigeration products, and it is the largest manufacturer of water heating products in North America.

R H E E M



SCOPE OF BUSINESS – UNITED STATES



Water Heating

- Tankless
- Tanks
- Boilers
- Pool & Spa
- Solar
- Parts



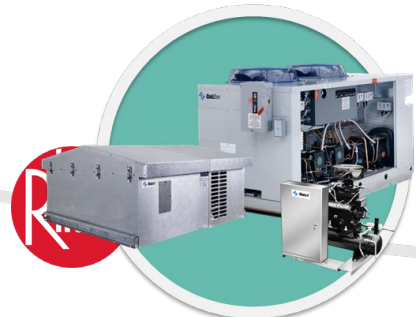
Air Products

- Gas Furnaces
- Outdoor AC/HP
- Ductless
- Indoor Coil
- Air Handler
- Residential Packaged
- Commercial Packaged



Refrigeration Products

- Unit coolers
- Condensing Units
- Packaged Systems
- Air Cooled Condensers & Fluid Coolers
- Specialty



Raypak Heat Pump Pool and Spa Heaters Oxnard California



RHEEM® LOCATIONS ACROSS THE US



LOCATION TYPES



Manufacturing



Office



Warehouse

- | | |
|--------------------|-----------------------|
| 1 Atlanta, GA | 9 Montgomery, AL |
| 2 Cinnaminson, NJ | 10 Oxnard, CA |
| 3 Fort Myers, FL | 11 Randleman, NC |
| 4 Fort Smith, AR | 12 Scottsboro, AL |
| 5 Indianapolis, IN | 13 Sheboygan, WI |
| 6 Laredo, TX | 14 Washington, DC |
| 7 Lewisville, TX | 15 Waterbury, CT |
| 8 Miami Lakes, FL | 16 W. Valley City, UT |

Air MARKET CHANNEL



Manufacturer

Production



Local Distributor

Supports local market contractors



Contractor

Purchases from local distribution



Builder

Bids project installs to local contractor



Water Heating MARKET CHANNEL



Manufacturer
Production



**Local
Distributors/Retailers**

Supports local market contractors



Contractor

Purchases from local distribution



Builder

Bids project installs to local contractor



Focus of Program Design
Recommendations



6 million Heat
Pumps in New
and Existing
Buildings by
2030

ALIGNED GOALS

- Energy Efficiency
- Emissions Reduction
- Early Action
- Consumer Choice and Affordability

SUPPORT NEEDED

- Include OEMs in the decarbonization conversation
- Allow pathways to state electrification goals (i.e. incentives, exceptions)
- Provide certainty for OEMs

✓ Heat pumps represent a path to these goals

FUTURE STATE – ALL ELECTRIC WATER HEATING

Single Family Residential



Multi Family Residential / Commercial

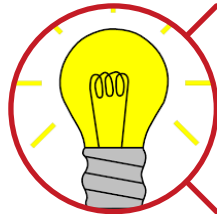


Heat Pump Goals, Supply Chain and Programs

How can California meet its statutory obligations to reduce greenhouse gas emissions by 40% by 2030 and achieve the goal of installing 6 million heat pumps?



Policy



Program Design



Funding

Heat Pump Goals, Supply Chain and Programs | Policy

How can California meet its statutory obligations to reduce greenhouse gas emissions by 40% by 2030 and achieve the goal of installing 6 million heat pumps? Consistency of Policy To Support 6 Million

- Importance of long-term, consistent policy signal to support 6 Million HPs by 2030
- Substantial increase in HP and HPWH manufacturing capacity to meet CA + additional state electrification goals
- Codes & Title 24
 - Transition low-rise residential buildings to electric heat pumps
- Title 20 & Appliance Efficiency Regulations
- State electrification strategy preferred to AQMD and localized ordinances

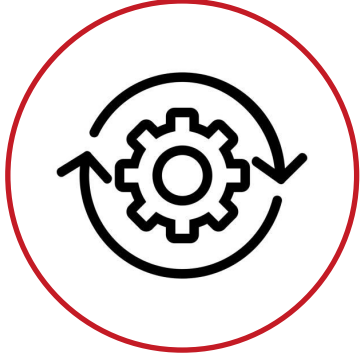


Heat Pump Goals, Supply Chain and Programs | Program Design

- Characteristics of Successful HPWH Market and Program Design
 - Incentives flow down to consumer and contractor at **mid-stream** (wholesaler/retailer) and **up-stream** (manufacturer) at time of purchase
 - No market participant gaps
 - Consumer-friendly reporting requirements
- Gaps in the current CA HPWH Market
 - Missing retail points of distribution 500+ retail outlets
 - These retailers sell to contractors and consumers
- CA HPWH Program Design Recommendations
 - Incentives and stocking solutions for both wholesale and retail markets
 - Eliminate price differential between incumbent technology and new Heat Pump technology for accelerated market transformation



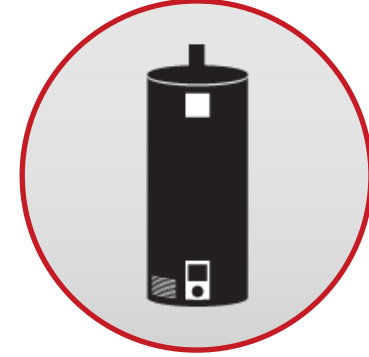
Heat Pump Goals, Supply Chain and Programs | Funding



Dynamic market and scalable solution to secure CA HP installation goals



Close gaps in retail market incentive program to capture key consumer sale point
Fund and support installer and contractor training and “plumber as customer” programs



Scale Equitable Decarbonization Program to drive Market Transformation





THANK YOU



WATER HEATING