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# NW Ductless Heat Pump Demonstration Project

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# Agenda

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- Project Overview
- Introduction to Project Team
- Starting Now!
- Regional Face-to-Face Meetings
- Questions

# The NW DHP Project

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## Why Ductless Heat Pumps?

### Estimated NW Resource Potential:

Existing Single-Family	~ 250 aMW
Existing Multifamily	~ 100 aMW
Manufactured Housing	~ 90 aMW
<b>TOTAL</b>	<b>~440 aMW</b>

# The NW DHP Project

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## Objectives:

- To demonstrate the use of inverter-driven ductless heat pumps (“DHPs”) to displace electric resistance space heat in existing Northwest homes
- To support evaluation efforts to document project implementation and determine the costs and potential energy savings of DHPs in this application
- To conduct market research to examine other non-energy benefits and potential barriers to large scale implementation of DHPs

# The NW DHP Project

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## **Project Scope:**

- Promote and support installation of 2,500 DHPs
  - In existing site-built homes using zonal electric resistance heat as their primary source of heat
  
- Target existing single family homes across entire NW region
  - Include selected multi-family projects and document
  
- Conduct special promotions in 5 local market areas
  
- Timeline:
  - September 2008 through September 2009 (BPA)
  - September 2008 through December 2009 (non-BPA)

# Project Team

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## **Administration:**

Northwest Energy Efficiency Alliance

- Stephanie Fleming

## **Implementation:**

Fluid Market Strategies, Inc. (and subcontractors)

- Selena Heise, Heath Heiberg, Jarred Osborne, Erica Thompson, Brian Simmons
- Jeff Pratt
- Adam Hadley
- Bruce Manclark

## **Evaluation:**

Comprised of representatives of NW utilities

- Led by Lauren Gage, BPA and Anu Teja, NEEA

# Starting Now!

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## **August 7, 11**

- NW DHP Demonstration Project announcement calls to utilities

## **August 18-29**

- Pre-launch face-to-face meetings
  - Held with program sponsors in five centralized locations
- Pre-launch industry meetings
  - Held with manufacturers, distributors and other stakeholders

## **September 1-14**

- Finalize program design

## **Mid-September**

- “Soft” launch date

## **September 15-30**

- Project orientation for contractors/installers

# Face-to-Face Meetings

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## Topics:

- Framework of initial pilot design and feedback
- Strategies to address local needs and interests
- Forming the Local Market Action Team
- Determining next steps

# Face-to-Face Meetings

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- **By August 15 we would like to identify**
  - Host locations
  - Meeting dates and times
- **Host would be**
  - Central to area utilities interested in attending
  - Open to hosting over the following dates
    - **Week 1: August 18-22**
      - Spokane/Coeur d'Alene
      - Tri-Cities
      - Puget Sound
    - **Week 2: August 25-29**
      - Lower Columbia
      - Eugene

*Please contact Heath Heiberg from the Fluid Team at 503.808.9003 Ext. 108 if you are interested*

# NW Ductless Heat Pump Demonstration Project

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Questions?

# THANK YOU!

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## Contact Information:

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