

HVAC Market Study: Understanding how energy efficient products get to market Fall 2014 through Winter 2015 Research Manager: Carrie Cobb, clcobb@bpa.gov, 503-230-4985

HVAC systems keep the Northwest warm in the winter and cool in the summer. The long life times and high cost of systems—as well as the tendency for businesses and home owners to often replace equipment on failure—have made HVAC a challenge for program managers. This study will describe how energy efficient HVAC products get to market, the current mix of efficient and inefficient equipment sold in the region and develop program recommendations based on the current market dynamics. Additionally, the study will quantify Momentum Savings from the installation of efficient equipment in the Northwest.

The HVAC market presents many challenges for data collection and for estimating market size for the analysis of Momentum Savings. An early project deliverable will be a method for estimating Momentum Savings. Utility staff and interested stakeholders are encouraged to provide review and feedback on the proposed method.

BPA will also develop program recommendations based on information gathered throughout the project. Utility staff and interested stakeholders input to these recommendations will help ensure they are meaningful.

The Momentum Savings will be supported by technical models. Wide review of these models, assumptions and inputs will help ensure that any quantified savings are reliable.

**Get
involved!**

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<http://bit.ly/HVACMarketActors>**

DRAFT METHOD
FOR ESTIMATING
SAVINGS
FALL 2014

DRAFT SAVINGS
ESTIMATES
WINTER 2015