Trickle-down “HVACconomics”

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HVAC Market Interventions

**UPSTREAM**
- Manufacturers
- Distributors
  - Co-op marketing assistance
  - Buy-down funds
  - Training & events

**MIDSTREAM**
- HVAC contractors
  - Quality Maintenance
  - ANSI/ASHRAE/ACCA 180
  - Business differentiation

**DOWNSTREAM**
- Homeowners
- Building Owners
- Building Managers
  - Product rebates
  - Tax incentives
Consumer Barriers to Efficiency

- First cost
- “Grudge buy”
- Lack of awareness of EE benefits
- Poor economy
“Midstream” Barriers to Selling Efficiency
HVAC Installers & Technicians

- Good-Better-Best – tend to focus on good and better
  - Credibility with customers
  - Habit/familiarity with old products
“Upstream” Barriers to Selling Efficiency
Manufacturers & Distributors

• Can only sell what contractors are willing to sell
• The downstream barriers:
  • First cost/”grudge buy”
  • Lack of awareness of EE benefits
  • Poor economy
HVAC Market Opportunity

UPSTREAM

Manufacturers
Distributors

- Co-op marketing assistance ✓ ✓
- Buy-down funds ✓ ✓
- Training & events ✓ ✓

MIDSTREAM

HVAC contractors

- Quality Maintenance ✓
- ANSI/ASHRAE/ACCA 180 ✓
- Business differentiation ✓

DOWNSTREAM

Homeowners
Building Owners
Building Managers

- Product rebates ✓ ✓
- Tax incentives ? ?

✓ = commercial ✓ = residential
So What?

- More of a “trickle up”
- Several program strategies being employed
- Opportunity for residential HVAC contractor program
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