



SHIFTED
ENERGY



CASE STUDY

HAWAI‘I ENERGY

Heat Pump Water Heater Virtual Power Plant

Program Details

-  **Location**
Oahu, HI
-  **Consumer Segment**
Single-family; Low and moderate income
-  **Asset Type**
Heat Pump Water Heater
-  **Grid Services**
Solar Sponging, Peak Load Reduction
-  **Consumer Services**
Energy Efficiency, Preventative Maintenance
-  **Implementation Services**
Recruitment, Enrollment

Program Overview

Shifted Energy is leading a program funded by Hawai‘i Energy to bring energy efficient and grid-interactive heat pump water heaters to hard-to-reach and indigenous communities in Hawai‘i. The project’s goals are to verify and evaluate the energy performance and consumer perception of heat pump water heaters in Hawai‘i, quantify the individual and aggregate load shifting potential through CTA-2045 controls, and demonstrate a cost-effective pathway to combining energy efficiency rebates and demand response incentives to drive energy upgrades.

Customer Testimonial



Hawai‘i Energy

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We are so excited to work with Shifted Energy to support the deployment of grid-interactive heat pump water heaters in our communities. New to the efficiency portfolio, these smart devices will not only provide customers with energy bill savings but also help to inform future grid flexibility programs in order to meet our clean energy and decarbonization goals” - Caroline Carl, Deputy Director at Hawai‘i Energy

Shifted Energy, Inc. develops world-class aggregation software and deploys virtual power plants to convert distributed energy resources into revenue-generating energy assets, empowering electricity users and enabling utilities to stabilize their grids and accelerate renewable energy integration.



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