Building Electrification Awareness Program

July 13, 2020
Purpose and Background

• Update Executive Committee on contract that will come before the Board on July 23, 2020

• Program was approved by the Board on January 23, 2020 in conjunction with the Reach Code Assistance and Technical Training program

• Addresses two key issues that arose out of the Reach Code program:
  o Need for developer and contractor education and training
  o Consumers’ preference for gas stoves and lack of awareness of modern electrical alternatives
Building Electrification Awareness and Education

1. Showcase all-electric buildings and technologies
2. Recognize designers and builders
3. Engage consumers on induction cooking
4. Marketing campaign & action

RFP issued: 3/20
Responses: 5/8
Award decision: 5/29
Customer Journey

Customer

- Awareness
- Understanding
- Consideration
- Action

Peninsula Clean Energy

- Inspire
- Educate
- Support
- Motivate

- Switch is On Campaign
- Recognition
- Case studies and collateral
- Tours
- Induction cooking demos
- Hands-on induction cooking
- Building electrification database
- Building electrification technical assistance
- Workforce development
- Pilots
- Rebates
- Reach codes
“Switch is On” Campaign

• Goal is to raise awareness of electrification
  o Address perceptions and misconceptions about electric home
  o Involve, empower and educate homeowners and key influencers (contractors, installers)

• First year target audience
  o Energy engaged homeowners
  o New construction homeowners
  o Industry influencers

• Campaign timeline:
  o Starting in fall 2020 in Bay Area and LA
  o Running through 2024

• Funding:
  o Coalition members
  o Possibly TECH funds in future
“Switch is On” Campaign – Funders*

* As of 6/3/20
Building Electrification Awareness

RFP Awardee: Gelfand Partners Team

- Award-winning green architecture firm; LEED and Zero Net Energy expertise
- Residential energy, sustainable design, and green building certification
Gelfand & Team

Operates the Food Service Technology Center (FSTC) with 30+ years experience

Nonprofit focused on ZNE recognition; manages the Getting to Zero database of buildings

Media partner
Deliverables

• Collateral materials and case studies on building electrification and induction cooking
• Call for Entries to Peninsula Clean Energy database of electrified buildings
• Tours:
  o 3 new virtual tours
  o 1-2 onsite tours per year, once allowed
• Awards 2021 and 2022 (juried and aligned with existing events)
• Induction Cooking Demonstrations
  o Virtual demonstrations and video
  o In-person demonstrations and hands-on training (about 11/year, once allowed)
  o Induction cooktop loaner program
Budget

• Up to $400K over 3 years authorized by the Board
• ~$100K allocated to first year of BDC “Switch is On” campaign
• Remaining $300K for the Building Electrification Awareness program over 3 years
  o Actual spend will be based on deliverables