



# **Building Electrification Awareness Program**

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July 13, 2020

# Purpose and Background

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- 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:
  - Need for developer and contractor education and training
  - Consumers' preference for gas stoves and lack of awareness of modern electrical alternatives

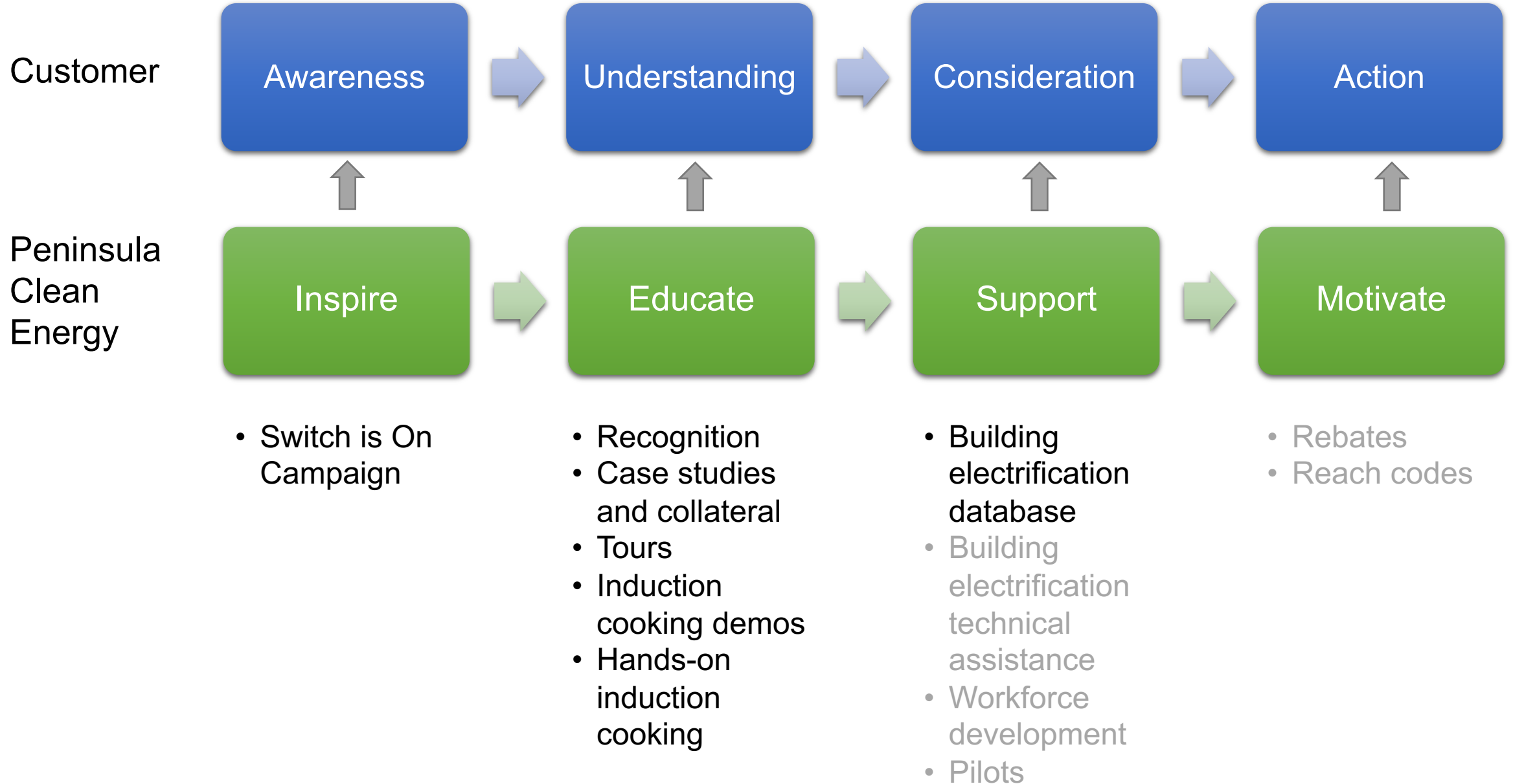
# Building Electrification Awareness and Education

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



# “Switch is On” Campaign

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- Goal is to raise awareness of electrification
  - Address perceptions and misconceptions about electric home
  - Involve, empower and educate homeowners and key influencers (contractors, installers)
- First year target audience
  - Energy engaged homeowners
  - New construction homeowners
  - Industry influencers
- Campaign timeline:
  - Starting in fall 2020 in Bay Area and LA
  - Running through 2024
- Funding:
  - Coalition members
  - Possibly TECH funds in future





# “Switch is On” Campaign – Funders\*



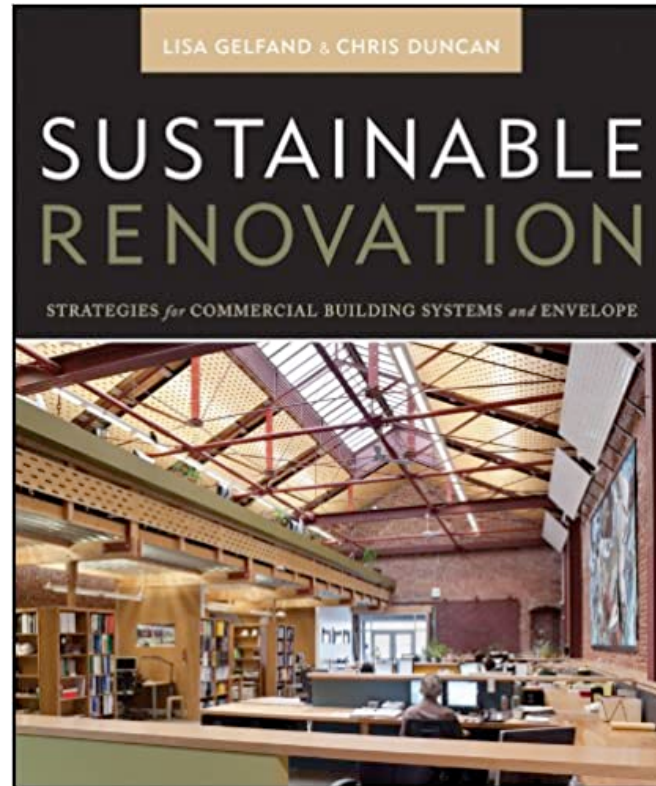
\* As of 6/3/20





# 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

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



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



Media partner





# Deliverables

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

# Budget

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- 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
  - Actual spend will be based on deliverables