Peninsula Clean Energy Appliance Rebates & 0% Loan Program

October 13, 2022
Agenda

• Rebates
• Zero Percent Loans
• Marketing plan
• Q&A
# Rebates Overview

<table>
<thead>
<tr>
<th>Heat pump water heater</th>
<th>Peninsula Clean Energy</th>
<th>BayREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>HPWH replacing gas</td>
<td>$3,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>HPWH replacing electric resistance</td>
<td>$500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Heat pump HVAC</th>
<th>Peninsula Clean Energy</th>
<th>BayREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heat pump for HVAC</td>
<td>$3,500</td>
<td>$0-$1,000</td>
</tr>
<tr>
<td>replacing gas heater/furnace</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Additional bonus rebates</th>
<th>Peninsula Clean Energy</th>
<th>BayREN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electrical panel upgrade</td>
<td>$1,500</td>
<td>N/A</td>
</tr>
<tr>
<td>Bonus for installations</td>
<td>$500</td>
<td>N/A</td>
</tr>
<tr>
<td>done by March 31, 2023</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CARE/FERA customer</td>
<td>$1,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Scenario</td>
<td>Total Rebate</td>
<td>PCE</td>
</tr>
<tr>
<td>------------------------------------------</td>
<td>---------------</td>
<td>--------------</td>
</tr>
<tr>
<td>Gas water heater → HPWH</td>
<td>$4,500 TOTAL</td>
<td>$3,500 PCE</td>
</tr>
<tr>
<td>Gas water heater → HPWH + panel upgrade</td>
<td>$6,000 TOTAL</td>
<td>$5,000 PCE</td>
</tr>
</tbody>
</table>

*Total rebates in these examples include BayREN rebates which are only available in San Mateo County and PCE $500 time-limited bonus for installations completed by March 31, 2023.
Rebate Eligibility Requirements

Customer Eligibility
• San Mateo County or City of Los Banos resident
• Own residence

Upgrades Eligibility
• Eligibility criteria is very open
  o All HPWHs eligible (any size, 240v & 120v, etc.)
  o All HP HVAC systems eligible (central, ducted, ductless, etc.)
  o Combination systems eligible
• **Must** decommission gas equipment to be eligible
Rebate Application Process

NEW: residents are no longer required to work with a BayREN contractor to be eligible for Peninsula Clean Energy rebates.

Applying when using a BayREN contractor
• Contractor submits application & supporting documents through BayREN on customer’s behalf after the installation is complete
• BayREN sends application data to Peninsula Clean Energy; both send rebates to customer separately

Applying when NOT using a BayREN contractor
• Customer submits application directly through the Peninsula Clean Energy website after the installation is complete
• Peninsula Clean Energy sends rebate to customer
Zero Percent Loan Program Overview

• Zero percent loans help customers install HPWH, HP HVAC, complementary electrical and energy efficiency work
• Customer pays loan back on monthly PG&E bill
• Rebates are stacked with the loan, i.e. programs work together
• Loans are:
  o Up to $10,000
  o Financed between 2-10 years
  o 0% interest, no credit check, no fees
Loan Eligibility Requirements

Customer eligibility

• Be our customer, residential rate
• Own residence
• $0 past-due balance in last three PG&E bills
• Apply and sign PCE loan agreement prior to installation
• Must install upgrades with a PCE approved contractor

Eligible measures

• Heat pump water heater*
• Heat pump HVAC*
• Panel upgrades & electrical work
• Duct sealing
• Duct replacement
• Attic insulation
• Wall insulation
• Smart thermostat

*Project MUST include one of these two measures to be eligible.
Loan Process Overview

**Step 1** – Customer selects desired upgrades and approved contractor

**Step 2** – Customer applies for loan via Peninsula Clean Energy website
- Customer must upload contractor bid detailing proposed measures

**Step 3** – Peninsula Clean Energy approves customer for loan

**Step 4** – Customer signs Peninsula Clean Energy’s Loan Agreement
- Once signed, an email notification goes out to the customer & contractor
- Work cannot start until the customer signs the Loan Agreement
Loan Process Overview Continued

**Step 5** – Contractor installs the approved measures, fills out Loan Project Verification Form with customer + other rebate forms

**Step 6** – Contractor submits all project supporting documentation on customer’s behalf

**Step 7** – Peninsula Clean Energy does a final review and sends payment to contractor

- Loan + rebate payments go to contractor in one payment
Announcement

• Web site
• Press release
• Social media
• Community outreach media kits

Simplified, improved pages, thanks to CAC member user tests!
Promotion

• Email:
  - Program bulletin
    - Most effective communication
    - Sent to over 200K
    - >50% opens
  - Targeted emails

• Paid search

• Collateral

Web site traffic sources last two months
Promotion, continued

- Direct mail
- Include zero percent loans, rebates for HPWH and HP HVAC in residential electrification campaign
THANK YOU

QUESTIONS?